# SCENARIOS

Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)

| | Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|---|
| **Steps** — What does the person (or group) typically experience? | Searching for resale car to buy / Getting information about the source // User need to search for the source for buying a / After getting the source to buy, the customer may have a doubt about the usage and problems that may be faced. | Browsing about the car / Comparing every cars to buy // User may not get desired variety and price which lead to always buying the product. Sometimes internet facility makes the process worse. / Eventhough like to buy a resale car, the user may get confusion to buy a good performing car while comparing to other cars. | Searching for the car / Choosing the car // While Searching, user may find difficulties about the selection process. / Choosing the car is the major step while buying it. Nowadays we choose the better it will. So this will make users to put more down to buy the car. | Exiting after booking the car // User will eagerly wait for their car to arive once booking it with many confusions | Using the car // The user will be happy if the car if in good condition or else will worried about the car and unsatisfied |
| **Interactions** — What interactions do they have at each step along the way?<br>• **People:** Who do they see or talk to?<br>• **Places:** Where are they?<br>• **Things:** What digital touchpoints or physical objects would they use? | The interaction at entice may be within two people, one is buyer who needs to buy a car and another one is experienced buyer or any advisor / This interaction may be personal between the customer and advisor through meeting or chatting. // When comes about things, chatting via phone, PC, browsers are the major properties for these interactions. | While beginning the process, the customer need to interact with his/her family and well wishers as a opinion about his/her decision and to know about them with / This can be public or private interaction. // Mobile phone, PC and aother communicating modes. | The interaction is with the application to buy a car / It is an online interaction // Phone, PC and browser | Interaction may be with service center to track the booking details // Online mode with using any smart devices | Interaction with application to share experice as feed back // Online mode with any smart devices |
| **Goals & motivations** — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Help me choosing right choice of car / Help me avoid unauthorised services and threads while buying car. | Help me not to choose wrong option for the product / Help me to get worthful decision about the purchase. | Help me to search based on brand, colour and features / Help me to choose good one based on its details | Help me to track the process / Help me to get the details about the purchase | Help me to provide feedback |
| **Positive moments** — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Knowing about Good experience of old user. / Good customer care service while checking about the source of car | Getting others opinion which matching your opinion. / Getting proper guidelines from our wellwishers to avoid inconvenience while buying. | Getting cars based on our wish / Getting better suggestions to buy it while choosing | Correct process of shipment while tracking / Supportive customer service | Getting fulfil experice with the purchase |
| **Negative moments** — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Not getting proper responses from customer service officers / Less rating for an application. | Not getting proper details about the application / Not promising facilities of application | Getting repeated suggestions and less collections / Doubtful details and improper information | Getting delay in delivery | Getting unfulfilled feeling about the purchase |
| **Areas of opportunity** — How might we make each step better? What ideas do we have? What have others suggested? | Having best customer service / Advertising our product in passive way with proper and valid properties to make customer happy and try serve based on their wish | Having good guidelines to users while using the application / Collecting and providing proper and factful details about the product | Getting more resalers with proper details and insurence / Providing proper details with proof | Providing the correct details about the process with proof / Responding to customers doubt and problems immediately | If customer unfulfilled, ask them about return process. If they need to return, then know very well about their desire and show options according to it |