

## Project Design Phase-II Customer journey map

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Team ID	PNT2022TMID54519
Project Name	Car Resale value Prediction

### Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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**Document an existing experience**

Adapt your focus to a specific scenario or process within an existing product or service. In the **Start** box document the steps to enter process customer typically experiences. Then add detail to each of the other rows.

**Start**  
Where the customer enters the process. What are the steps to enter the process?

**Enter**  
Where the customer enters the process. What are the steps to enter the process?

**Engage**  
Where the customer engages with the product. What are the steps to engage with the product?

**Exit**  
Where the customer exits the process. What are the steps to exit the process?

**Extend**  
Where the customer extends the process. What are the steps to extend the process?

	Start	Enter	Engage	Exit	Extend
<b>Steps</b> What are the steps to enter the process? (If possible, list the steps in order.)					
<b>Interactions</b> What are the interactions with the product? (If possible, list the interactions in order.)					
<b>Goals &amp; motivations</b> What are the goals and motivations of the customer? (If possible, list the goals and motivations in order.)					
<b>Positive moments</b> What are the positive moments in the customer's experience? (If possible, list the positive moments in order.)					
<b>Negative moments</b> What are the negative moments in the customer's experience? (If possible, list the negative moments in order.)					
<b>Areas of opportunity</b> What are the areas of opportunity for the customer? (If possible, list the areas of opportunity in order.)					

**Next steps**

What are the next steps in the customer's experience? (If possible, list the next steps in order.)

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