

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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Project Name	Car Resale Value Prediction

Template

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.

Created in partnership with Product School

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1

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Tip

As you add steps to the experience, move each these "How do they get it right?" questions on the canvas so you are documenting.

Scenario Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<div>Steps</div> <p>What does the person get (give) typically experience?</p> <div> <div>User enters webpage of</div> <div>Homepage shows car details</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>User enters webpage of</div> <div>Homepage shows car details</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Customer Search</div> <div>Enter entering car details</div> <div>Product View</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>User clicks to purchase</div> <div>Product View</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Exit the webpage</div> <div>Customer Care</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>
<div>Interactions</div> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<div> <div>Customer</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Customer</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Customer</div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> <div>Homepage shows</div> </div>
<div>Goals & motivations</div> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>
<div>Positive moments</div> <p>What does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>
<div>Negative moments</div> <p>What does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</p>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>
<div>Areas of opportunity</div> <p>How might we make each step better? What ideas do we have? (What have others suggested?)</p>	<div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> <div>Homepage shows</div> </div>	<div> <div>Homepage shows</div> </div>