












SCENARIOS	Entice	Enter	Engage	Exit	Extend
Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)	 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?
 Steps What does the person (or group) typically experience?	<div>Searching for resale car to buy</div> <div>Getting information about the source</div> <div>User need to search for the source for buying a</div> <div>After getting the source to buy, the customer may have a doubt about the usage and problems that may be faced.</div>	<div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get clear car details and price which lead to doubts about the product. Sometimes user not really knows the process steps.</div> <div>Knowledge not to buy a resale car the user may get confused to buy a good performing car while comparing to other cars.</div>	<div>Searching for the car</div> <div>Choosing the car</div> <div>While Searching, User may find difficulties about the selection process.</div> <div>Choosing the car to buy. Resale car is a high risk item. User need to be careful. Not everyone can afford to buy a resale car.</div>	<div>Exiting after booking the car</div> <div>User will eagerly wait for their car to arrive once booking is with many confusions</div>	<div>Using the car</div> <div>The user will be happy if the car is in good condition as she will worried about the car and utilisation</div>
 Interactions What interactions do they have at each step along the way? <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>The interaction at entice may be someone seeing, hear, trying why needs to buy a car and someone search experienced buyer or any friend</div> <div>This interaction may be personal between the customer and advisor through meeting or chatting.</div> <div>When comes about tracking its price. PC, browser are the major interaction for these interaction.</div>	<div>After booking the process, the customer needs to understand the car details and price which lead to doubts about the product. Sometimes user not really knows the process steps.</div> <div>This can be public or private interaction.</div> <div>Mobile phone, PC and other communicating modes.</div>	<div>The interaction is with the application to buy a car</div> <div>It is an online interaction</div> <div>Phone, PC and browser</div>	<div>Interaction may be with service center to track the booking details</div> <div>Online mode with using any smart devices</div>	<div>Interaction with application to share experience as feed back</div> <div>Online mode with any smart devices</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me choosing right choice of car</div> <div>Help me avoid unauthorised services and threats while buying car.</div>	<div>Help me not to choose wrong option for the product</div> <div>Help me to get worthwhile decision about the purchase.</div>	<div>Help me to search based on brand, colour and features</div> <div>Help me to choose good one based on its details</div>	<div>Help me to track the process</div> <div>Help me to get the details about the purchase</div>	<div>Help me to provide feedback</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Knowing about Good experience of old user</div> <div>Good customer care service while checking about the source of car</div>	<div>Getting others opinion which matching your opinion.</div> <div>Getting proper guidelines from our website to avoid inconvenience while buying.</div>	<div>Getting cars based on our wish</div> <div>Getting better suggestions to buy it while choosing</div>	<div>Correct process of shipment while tracking</div> <div>Supportive customer service</div>	<div>Getting full experience with the purchase</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not getting proper responses from customer service officers</div> <div>Less rating for an application.</div>	<div>Not getting proper details about the application</div> <div>Not promising facilities of application</div>	<div>Getting repeated suggestions and less collections</div> <div>Doubtful details and improper information</div>	<div>Getting delay in delivery</div> <div></div>	<div>Getting unfulfilled feeling about the purchase</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Having best customer service</div> <div>Advertising our product in proper way with proper use valid provides to make customer happy are try more based on their wish</div>	<div>Having good guidelines to users while using the application</div> <div>Collecting and providing proper and factual details about the product</div>	<div>Getting more resellers with proper details and insurance</div> <div>Providing proper details with proof</div>	<div>Providing the correct details about the process with proof</div> <div>Responding to customers doubt and problems immediately</div>	<div>If customer satisfied, ask them about next process. If they not to share then show my web about their share and share opinion with them.</div>