PROJECT DESIGN PAHSE – II
CUSTOMER JOURNEY MAP

DATE	17 OCTOBER 2022
TEAM ID	PNT2022TMID14160
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario

Predicting car resale value.

	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?	Through advertisements on social media; Customer search for the required car; [caption stimulating what someone typically experiences during this step]	Home Page; Selectable cards; Shows available sellers and their details	User enters car details; Processes the details on IBM cloud; Showcases the predicted car value	User gets the predicted value; User finds the best market price of the car	user satisfied with their search; User gets a a detailed report about car
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	Customer; Easily accessible website; [Interaction with a thing]	A form for giving inputs for prediction; see available resale cars in the area	User; Input; Predicted value from the model	Customer; predict values gets displayed	Better relationship with the seller
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Accessing the website; [Goal or motivation]	To have attractive UX UX; To have responsive elements	To get accurate resale value of the car; To find the price of a particular car	Getting a holistic view on their car	Customer can use the predicted value for better comparison among other cars in the market
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer views examples of previous predictions	To show already known car models and to have detailed price prediction	Accurate market value prediction; It provides a detailed report	Satisfied Customers	Customer can come across various models of cars
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Long process of giving various inputs	User cannot verify all the website	Cannot predicts supply and demand	Search based on specific set of feature is not available	Still can may not be in the same condition as of when the price was predicted
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Easy to access	Best value for money; Eye grasping UI	Improve accuracy and reputation on the product	Keeping the car in the best condition	Improve accuracy and reputation on the product