

PROJECT DESIGN PAHSE – II

CUSTOMER JOURNEY MAP

DATE	03 OCTOBER 2022
TEAM ID	PNT2022TMID01914
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario	Entice	Enter	Engage	Exit	Extend
Predicting car resale value.	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	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 I prefer purchasing older cars as they are typically experienced along the way	Home Page Vehicle search Screen enables users to find their dream	User enters car details Provides the details on the about Resonance the predicted car value	User gets the predicted value User finds the best market price of the car	User gets a car valued report about car User gets a detailed report about car
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? 	Customer Early on website Interaction with a thing	A time to going steps for prediction An on-board user's car in the app	User Task Feedback stage from the model	Customer predict value with platform	After interacting with the user
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Accessing the website Obtain a prediction	To have attractive car To have requested elements	To get accurate resale value of the car To find the price of a predicted car	Getting a predicted value from the car	Customer can see the predicted value of the car
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer views details of previous predictions	To show already known car models and to make accurate value prediction	Accurate resale value prediction A prediction a detailed report	Satisfied Customer	Customer can see the predicted value of the car
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Long process of getting vehicle value	User cannot verify all the vehicles	Current prediction is not accurate	User cannot get specific part of the car's value prediction	User can't see the predicted value of the car
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 Easy pricing on	Resale of cars more accurate on the platform	Seeing the car in the best condition	Improved accuracy of the predicted value