

Project Design Phase-II

Customer Journey Map Template

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Team ID	PNT2022TMID02157
Project Name	Project – Car resale value prediction
Maximum Marks	

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

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, make each step "think of" the what's right, depending on the context you are documenting.

Scenario Browsing, booking, attending, and riding 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?
Steps What does the person (or group) typically experience?	Arriving at the location Feedback from the group Review from the group (Optional) Documenting the process (Optional) Documenting the process	They can see the profile Entering the experience Navigation and moving between steps	Finding the right step How they can sign up Your feedback Finding out if the service Documenting the process	Finding the right step Impact of the service	What the ongoing experience is like Recommendation to the service
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?	How they can see the profile How they can see the profile How they can see the profile	How they can see the profile How they can see the profile How they can see the profile	How they can see the profile How they can see the profile How they can see the profile	How they can see the profile How they can see the profile How they can see the profile	How they can see the profile How they can see the profile How they can see the profile
Goals & motivations At each step, what is a person's primary goal or motivation? (Think: "I want to..." or "I need to...")	To see the profile To see the profile To see the profile	To see the profile To see the profile To see the profile	To see the profile To see the profile To see the profile	To see the profile To see the profile To see the profile	To see the profile To see the profile To see the profile
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step	Getting the right step The right step The right step

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