

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.

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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, move each these "You did this well or right" depending on the focus to you are documenting.

Scenario Browsing, booking, attending, and riding a local city tour	Entrice 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> <div>User enters webpage of</div> <div>Webpage shows car details</div> <div>Webpage's text</div> <div>Buttons on details page</div> </div>	<div>Homepage shown</div> <div>Find local list</div> <div>Customer's text</div> <div>Buttons on details page</div>	<div>Customer Search page</div> <div>Seller entering car details</div> <div>Product View</div> <div>entering sign</div> <div>Registered user is notified</div> <div>Showing the car value</div>	<div>User fills in predicted</div> <div>Product Value</div> <div>get a best value</div> <div>Love notes for the user</div>	<div>Edit the webpage</div> <div>Get Best Gas</div> <div>Get user set on the page</div> <div>Screen to verify</div>	
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?	<div>Customer</div> <div>PC with high speed</div> <div>Internet and phone access</div>	<div>Enter</div> <div>Vehicle</div>	<div>Customer</div> <div>Step 1: Enter to register</div> <div>Car Sales</div>	<div>Customer</div> <div>Vehicle value to user</div> <div>Product Value</div>	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "I hope to avoid...")	<div>Discover Details</div> <div>Bookings Details</div>	<div>Car's category</div>	<div>Fill in car details in the website</div>	<div>get on the website and see the value</div>	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Discover a car's details</div> <div>Registration</div>	<div>Registration website</div> <div>Buttons</div>	<div>Account with ID card</div> <div>Best Value for user</div>	<div>Account Details</div> <div>Good Prediction</div>	
Negative moments What steps does a typical person find frustrating, confusing, unhelpful, costly, or time-consuming?	<div>Discover a car's details</div> <div>Discover a</div>	<div>Vehicle report</div> <div>Discover a car's details</div>	<div>Account with ID card</div> <div>Best Value for user</div>	<div>Account Details</div> <div>Good Prediction</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Discover a car's details</div> <div>Discover a</div>	<div>Vehicle report</div> <div>Discover a car's details</div>	<div>Account with ID card</div> <div>Best Value for user</div>	<div>Account Details</div> <div>Good Prediction</div>	