




Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="774 275 952 459">check the price of used car</div>	<div data-bbox="1313 275 1476 439">search for used car</div> <div data-bbox="1581 275 1744 439">explore the used cars price</div> <div data-bbox="1834 275 1997 439">find the important factors for prediction</div>	<div data-bbox="2236 275 2396 439">user friendliness</div> <div data-bbox="2580 275 2743 439">accurate prediction</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="663 610 821 774">The moment you drive a car out of a dealership</div> <div data-bbox="885 610 1045 774">11% of its value is lost to depreciation</div>	<div data-bbox="1319 610 1479 774">helps to check the used car rate</div> <div data-bbox="1592 610 1753 774">helps to choose the car within budget and needs</div> <div data-bbox="1854 610 2018 774">plenty of choice to buy a car</div>	<div data-bbox="2236 610 2396 774">search and find the second-hand cars</div> <div data-bbox="2457 610 2617 774">no need for dealers</div> <div data-bbox="2679 610 2839 774">save time</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="774 914 937 1078">search and explore second - hand cars rate</div>	<div data-bbox="1499 914 1659 1078">explore various types of car</div> <div data-bbox="1723 914 1884 1078">current market rate of used car</div>	<div data-bbox="2457 914 2617 1078">refer to friends</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div data-bbox="818 1248 888 1317"></div>	<div data-bbox="1656 1248 1726 1317"></div>	<div data-bbox="2507 1248 2577 1317"></div>
Backstage			
Opportunities What could we improve or introduce?	<div data-bbox="591 1621 1118 1718">used car with accurate price</div>	<div data-bbox="1383 1610 2003 1722">plenty of choice</div>	<div data-bbox="2271 1621 2807 1718">no accurate results</div>
Process ownership Who is in the lead on this?	<div data-bbox="774 1920 937 2084">user</div>	<div data-bbox="1610 1920 1773 2084">user</div>	<div data-bbox="2457 1920 2620 2084">user and admin</div>