

CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID08014

SCENARIOS		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?	
<p>Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)</p>											
	<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Searching for resale car to buy</p> <p>Getting information about the source</p> <p>User need to search for the source for buying a</p> <p>After getting the source to buy, the customer may have a doubt about the usage and problems that they are faced.</p>		<p>Browsing about the car</p> <p>Comparing every cars to buy</p> <p>User may not get detailed enough information which lead to giving rating the product. Customer may not finally follow the process ahead.</p> <p>Sufficient due to buy a motor car the user may get confused to buy a good performing or other comparing to other cars.</p>		<p>Searching for the car</p> <p>Choosing the car</p> <p>While Searching, user may find difficulties about the selection process.</p> <p>Choosing because of the user they will prefer to buy better performance. The user will give an overall rate according to their choice.</p>		<p>Exiting after booking the car</p> <p>User will eagerly wait for their car to arrive once booking it with many confusions.</p>		<p>Using the car</p> <p>The user will be happy if the car fit the good condition or else will worried about the car and unsatisfied.</p>	
	<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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?	<p>The interaction at entice may be written by people, who is from who needs to buy a new car and who are experienced buyer or any person.</p> <p>This interaction may be personal between the customer and advisor through meeting or chatting.</p> <p>When comes about things, chatting via phone, PC, browser are the major properties for those interactions.</p>		<p>Get feedback from the sources and customer review is shared within the team and review it in 30 days and then we can improve the process.</p> <p>This can be public or private interaction.</p> <p>Mobile phone, PC and another communicating modes.</p>		<p>The interaction is with the application to buy a car.</p> <p>It is an online interaction.</p> <p>Phone, PC and browser.</p>		<p>Interaction may be with service center to track the booking details.</p> <p>Online mode with using any smart devices.</p>		<p>Interaction with application to share experience and feed back.</p> <p>Online mode with any smart devices.</p>	
	<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me choosing right choice of car</p> <p>Help me avoid unauthorized services and threats while buying car.</p>		<p>Help me not to choose wrong option for the product</p> <p>Help me to get worthwhile decision about the purchase.</p>		<p>Help me to search based on brand, colour and features</p> <p>Help me to choose good one based on its details.</p>		<p>Help me to track the process</p> <p>Help me to get the details about the purchase</p>		<p>Help me to provide feedback</p>	
	<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Knowing about Good experience of old user.</p> <p>Good customer care service while checking about the source of car.</p>		<p>Getting other's opinion which matching your opinion.</p> <p>Getting proper guidelines from our website to avoid inconvenience while buying.</p>		<p>Getting cars based on our wish</p> <p>Getting better suggestions to buy it while choosing.</p>		<p>Correct process of shipment while tracking.</p> <p>Supportive customer service.</p>		<p>Getting full experience with the purchase.</p>	
	<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Not getting proper responses from customer service officers.</p> <p>Less rating for an application.</p>		<p>Not getting proper details about the application.</p> <p>Not promising facilities of application.</p>		<p>Getting repeated suggestions and less collections.</p> <p>Doubtful details and improper information.</p>		<p>Getting delay in delivery.</p> <p></p>		<p>Getting unfulfilled feeling about the purchase.</p>	
	<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Having best customer service.</p> <p>Awarding our product in positive way with respect and well prepared to deal customer query and try solve faster in their wish.</p>		<p>Having good guidelines to users while using the application.</p> <p>Collecting and providing proper and fruitful details about the product.</p>		<p>Getting more reviews with proper details and insurance.</p> <p>Providing proper details with proof.</p>		<p>Providing the correct details about the process with proof.</p> <p>Responding to customer doubt and problems immediately.</p>		<p>If customer is satisfied we learn about return process. If there results show that there are still about user share and innovation we will go for it.</p>	