



Customer experience journey map

This customer journey map is used 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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<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	Predicting the price of the used car	<div>Entice</div>	<div>Enter</div>	<div>Engage</div>	<div>Exit</div>
	<div>Steps</div> <div>steps to be followed</div>	<div>step 1</div> <div>I want to buy a new second hand car / I sell it</div> <div>step 2</div> <div>I need to predict the price of used car</div>	<div>step 3</div> <div>predicting the car values are difficult and each car may have different scenarios</div>	<div>step 4</div> <div>websites predicted values may not be accurate because of many factors model but our model's accurate</div>	<div>step 5</div> <div>experience a happy moment of having a accurate price and profit</div>
	<div>Interactions</div>	<div>Interact with mobile application</div> <div>using websites or application</div>	<div>Interact with mobile application</div>	<div>Interact with mobile application</div>	<div>Interact with mobile application</div>
	<div>Goals & motivations</div> <div>The goals are</div>	<div>Help me to profitably buy or sell a used car</div>	<div>Help me to predict the price accurately</div>	<div>Help me to choose the car within budget</div>	<div>Help me to predict according to my requirements</div>
	<div>Positive moments</div> <div>some are ,</div>	<div>No need to research just save time</div> <div>No need for third persons or dealers for accuracy</div>	<div>more attributes for predicting the price</div>	<div>Accurate results</div>	<div>Money saving results</div>
	<div>Negative moments</div> <div>some are</div>	<div>researching about the cars</div> <div>searching more and websites</div>	<div>asking dealers and paying them</div> <div>scam calls and commissions</div>	<div>websites with less number of factors</div>	<div>inaccurate results due to bad model selection</div>
	<div>Areas of opportunity</div> <div>some are</div>	<div>building an application</div>	<div>making predictions online</div>	<div>Training model with more no of attributes</div>	<div>selecting most accurate model</div>

