

Project Design Phase-II Customer journey map

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Project Name	Car Resale value Prediction

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 interview and observations with real people rather than relying on your hunches or assumptions.

Product Experience Unit
Product School

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Document an existing experience

Review your focus for a specific scenario or process within an existing product or service. In the **Start** box document the steps to enter process customer typically experiences. Then add detail to each of the other rows.

	Start	Enter	Engage	Exit	Extend
Start Where does the process begin? Where does it end?					
Interactions What actions do they take? What are they doing? What are they saying? What are they feeling? What are they thinking?					
Goals & motivations What are they trying to achieve? What are they trying to avoid? What are they trying to learn?					
Positive moments What are the moments of delight? What are the moments of surprise? What are the moments of joy?					
Negative moments What are the moments of frustration? What are the moments of disappointment? What are the moments of anger?					
Areas of opportunity What are the areas for improvement? What are the areas for innovation? What are the areas for growth?					