


Project Design Phase II

Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID16301
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

Customer Journey Map Statement:



Customer 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.

Scenario	Entice	Enter	Engage	Exit	Extend
Scenario Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	Search for Support Browse for Reviews Book a Tour Attend the Tour	Booking process Booking confirmation Booking reminder Booking cancellation	Meeting for the first time Meeting for the second time Meeting for the third time Meeting for the fourth time	Checking the tour Rating the tour Reviewing the tour Reviewing the tour	
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?	Customer Destination of the tour Online tour booking	Customer and destination Booking application Booking confirmation Booking reminder	Customer and agent Customer tour Tour activities	Customer and agent Customer tour Tour rating	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved Get a tour	Find something to do Find something to do	Something to do Find something to do	Something to do Find something to do	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Booking a tour Booking a tour	Booking a tour Booking a tour	Booking a tour Booking a tour	Booking a tour Booking a tour	
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Booking a tour Booking a tour	Booking a tour Booking a tour	Booking a tour Booking a tour	Booking a tour Booking a tour	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Booking a tour Booking a tour	Booking a tour Booking a tour	Booking a tour Booking a tour	Booking a tour Booking a tour	