


Project Design Phase II

Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID25170
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.

Credited in partnership with
 Product School

[Share template feedback](#)

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 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 For meeting a customer to a customer Research for Support Self-research for a Support Person	Rating on Issue Rating on Issue Rating on Issue Rating on Issue	Rating on Issue Rating on Issue Rating on Issue Rating on Issue	Rating on Issue Rating on Issue Rating on Issue Rating on Issue	Rating on Issue Rating on Issue Rating on Issue Rating on Issue
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 Customer Customer	Customer and Customer Customer	Customer and Customer Customer	Customer and Customer Customer	Customer and Customer Customer
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "help me avoid...")	Problem to Problem to Problem to	Problem to Problem to Problem to	Problem to Problem to Problem to	Problem to Problem to Problem to	Problem to Problem to Problem to
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moment Positive moment Positive moment	Positive moment Positive moment Positive moment	Positive moment Positive moment Positive moment	Positive moment Positive moment Positive moment	Positive moment Positive moment Positive moment
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Negative moment Negative moment Negative moment	Negative moment Negative moment Negative moment	Negative moment Negative moment Negative moment	Negative moment Negative moment Negative moment	Negative moment Negative moment Negative moment
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity Areas of opportunity