


# Project Design

## Phase II Customer Journey Map


Date	16 October 2022
Team ID	PNT2022TMID36073
Project Name	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
<b>Scenario</b> Browsing, booking, attending, and rating a local city tour	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments, in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Search for Support Browse for Reviews Get notified by a Specific Product	Making an Issue Making an Issue Being notified of an Issue Being notified of an Issue	Making an Issue Making an Issue Making an Issue Making an Issue	Closing the Issue Making an Issue Making an Issue Making an Issue	
<b>Interactions</b> 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 Customer Customer	Customer Customer Customer	Customer Customer Customer	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	Problem to be solved Get Support	