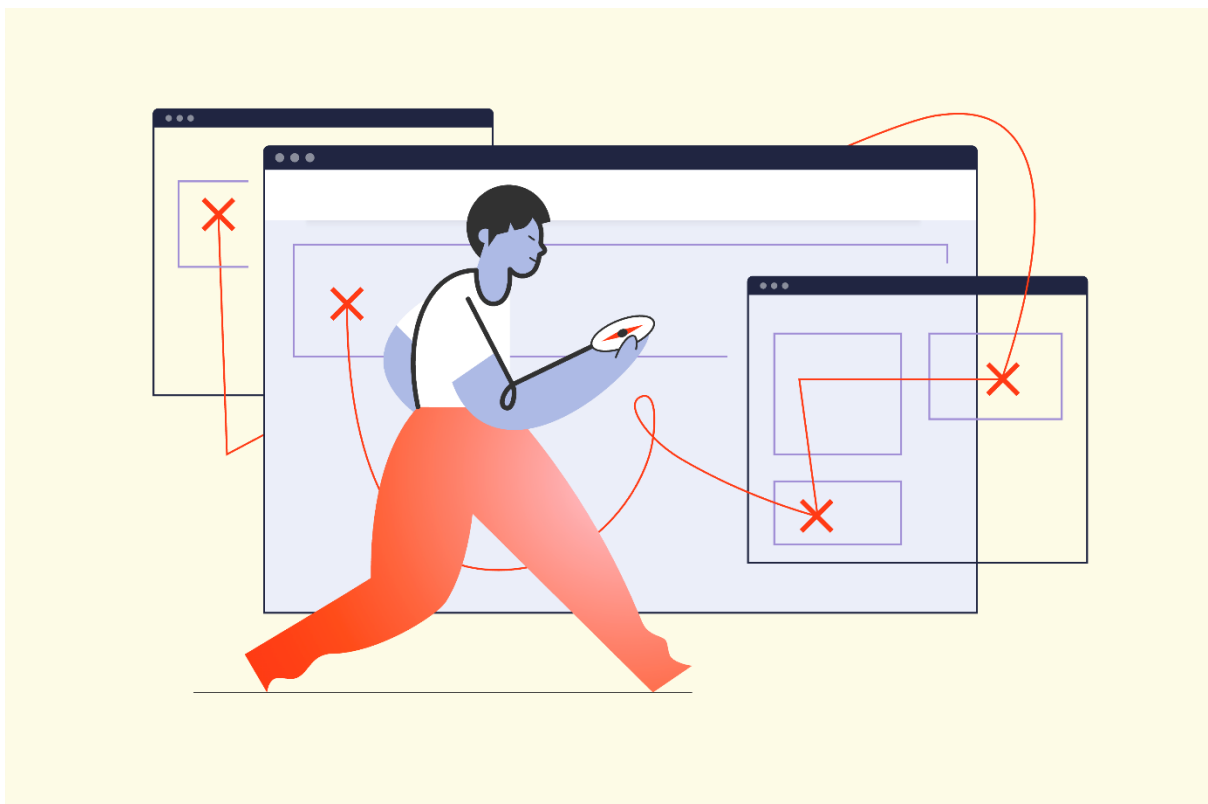





## Project Design Phase-II Customer Journey Map

Date	4 May 2023
Team ID	NM2023TMID01436
Project Name	The Issue Tracker: A Reliable Complaint Management System For Improved Customer Service .

### CUSTOMER JOURNEY MAP



Phase of journey	Registration			Onboarding						First session		
<b>Actions</b> What does the customer do?	Connect their Google account	Chose a plan	Confirm free trial	Goes through the training	Clicks on help icon	Adds a profile picture	Clicks on Learn more	Leaves feedback for the training		Open document	Edit & invite	Apply templates
<b>Touchpoint</b> What part of the service do they interact with?	Free trial landing page	Email	free templates	Training interface	Account settings	Templates browser	Help Center materials			New document	Sharing settings	Templates browser
<b>Customer Thought</b> What is the customer thinking?	I can use free templates	This is easy to sign up with my google account	Get I don't need to provide credit card details to get a free trial	Why are there so many Pop-ups?	Where do I start?	Educational materials are easy to follow	Why is the training so long	I love all the template examples that I can browse		Creating a document is really simple	Adding a team member is very simple	There are many templates to chose from
<b>Customer Feeling</b> What is the customer feeling?	😴			😞						😴		
<b>Process ownership</b> Who is in the lead on this?												
<b>Opportunities</b>	Suggest trying an additional product	Give the user extra credits to spend on premium templates		Make the training shorter	Suggest templates straight away	Review the popups	Introduce NPS for Help Center			First document award "Congrats" popup	Give extra points for adding teammates	