

3. REQUIREMENT ANALYSIS

Customer Journey Map

To design a user-centric solution, understanding the **customer journey** was critical. The journey maps the user's experience from the point of need to complaint resolution, including touchpoints and emotions.

Stage	User Action	System Interaction	Pain Points	Improvement Through ResolveNow
Awareness	Identifies an issue	Visits complaint portal	Confusion about where to report	One-click access to platform
Registration	Creates an account	Form input & email verification	Lengthy process, security concerns	Quick signup with validation
Complaint Submission	Submits issue details	Form with category & description	Missing info, unclear steps	Guided, structured form
Tracking	Checks status updates	Dashboard with timeline view	No visibility, no alerts	Real-time updates & notifications
Interaction	Talks to agent	In-app messaging	No proper communication channel	Live messaging, timely responses
Resolution	Receives outcome	Email/SMS + dashboard update	Delayed or unclear resolution	Prompt, clear feedback loop
Feedback	Rates experience	Feedback form	Not collected or ignored	Encouraged post-resolution rating

Solution Requirements (Functional & Non-functional)

Functional Requirements: