

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID	PNT2022TMID14749
DOMAIN NAME	Cloud Computing
PROJECT NAME	Customer Care Registry

## 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.

**TIP**

As you add steps to the experience, place each from "Five Es" the left or right depending on the scenario you are documenting.

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?
<b>Steps</b> What does the person (or group) typically experience?	Many websites Personal info of marketing meeting as a follow-up process Get connected back to order stock or purchase	Analyze Get a list about new product	Security Secure transaction process	Profit Share feedback Making profit by using efficient management Using application to manage inventory and reduce the cost price	Product Knowledge Review will gain knowledge about the software and way of using it
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Other Reviews, Who have given reviews Marketing	Reviews and comments Feedback to make the marketing team	Engagement of the staff team Product/service	Customers - Turn the customer to use the system Feedback with the management about the profit and cost of the product	Recommendation to others Social media - Review
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation?	Help me by Creating user-friendly application for stock analysis Help me to store all data without any loss	Help me to access the data whenever required Help me not to get any corruption while fetching specific user detail	Help me giving alerts during low stock Help me to generate the purchase orders automatically	Help me to do secure transaction process Help me not to lose any data	Help me to get authentication for data security Help me to track all purchase payment
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Reviewers find it exciting to see the profit gained by using efficient marketing management It is interesting to know about the different reviews by other users (marketing) rather than the actual sales figures	The intuitive stock management process Reviewers tend to spend less time on reviewing stock as they can track the inventory with the application on the fly	Reviewers receive experience a difficulty of understanding or generating Reviewers express more profit Reviewers is highly motivated to expand further business	Reviewers feel delighted at high profit	Reviewers really like this app and would recommend to their colleagues
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Reviewers may find it confusing to use the application Reviewers may have to wait for the data to be updated	Reviewers may get confused by the application Reviewers may find it difficult to use the application	Reviewers may find it difficult to use the application Reviewers may find it difficult to use the application	Reviewers may find it difficult to use the application Reviewers may find it difficult to use the application	Reviewers may find it difficult to use the application Reviewers may find it difficult to use the application
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Could we create a more user-friendly application Could we create a more user-friendly application	Could we create a more user-friendly application Could we create a more user-friendly application	Could we create a more user-friendly application Could we create a more user-friendly application	Could we create a more user-friendly application Could we create a more user-friendly application	Could we create a more user-friendly application Could we create a more user-friendly application