

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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TEAM ID	PNT2022TMID42197
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	4 MARKS



Customer experience 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.

TIP
As you add steps to the experience, make sure to think about the full experience, not just the steps you are documenting.

 Scenario Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of this product?	 Enter How does someone experience as they begin the process?	 Engage As the core experience 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?	<div>Search for Support</div> <div>Review for Booking/Booking Status</div> <div>Use Booking for Customer Booking Guidance</div> <div>Get Booking for a Specific Product</div>	<div>Booking for Item</div> <div>Booking for a Specific Product</div>	<div>Booking for Item</div> <div>Booking for a Specific Product</div> <div>Booking for a Specific Product</div> <div>Booking for a Specific Product</div>	<div>Booking for Item</div> <div>Booking for a Specific Product</div> <div>Booking for a Specific Product</div> <div>Booking for a Specific Product</div>	<div>Booking for Item</div> <div>Booking for a Specific Product</div> <div>Booking for a Specific Product</div> <div>Booking for a Specific Product</div>
 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?	<div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer</div> <div>Customer</div> <div>Customer</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>
 Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>	<div>Help me avoid</div> <div>Help me avoid</div>



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