

Project Design Phase II

Customer Journey Map

Date	18 September 2022
Team ID	PNT2022TMID20348
Project Name	Project - 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 Browsing, booking, attending, and exiting 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?
Steps What does the person (or group) typically experience?	Search for content To make it easier to find content Browse the content To make it easier to find content	Booking flow Booking a tour Waiting on tour Waiting for the tour to start	Waiting for the tour Waiting for the tour to start Engaging with the tour Engaging with the tour	Exiting the tour Exiting the tour Post-tour feedback Providing feedback	
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?	Contact Personalized experience Personalized tour	Customer service Booking flow Customer service	Customer service Customer service Customer service	Customer service Customer service Customer service	
Goals & motivations At each step, what is a primary primary goal or motivation? ("Help me," or "Help me avoid...")	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, enlightening, or exciting?	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	Primary goal Primary goal	