CUSTOMER JOURNEY Team ID: PNT2022TMID00352 Project: Global Sales data Analytics Date: 22 october 2022



SCENARIO Browsing, booking, attending, and rating a	Entice How does someone	Enter What do people	Engage In the core moments	Exit What do people	Extend What happens after the
local city tour	initially become aware of this process?	experience as they begin the process?	in the process, what happens?	typically experience as the process finishes?	experience is over?
Steps What does the person (or group) typically experience?	Required Features Visit website or app Browse available products Browse available platforms	Many customers would question themselves Gather pricing whether the product is worth the money information	Experiment with the platform Experience the power of Analytics Check out various functions and their user-friendliness Run their past data though the system and see if it correlates with the current trend	Compare their intuitive decisions with the analytics data They would like to see if the analytics correlates with their understanding Writing & submitting review	Compare with other friends/partners who platforms have used similar analytics platforms
	View details of each product Making contact and qualifying The customer sees availability of products for their needed features Special promotions or limited-time discounts	Customers would want the pricing levels and the services provided at each price point		Leave the guide & group	Compare the cost, usability, and dependability of the platform Ask for peer recommendations
Interactions What interactions do they have at each step along the way?	Product section of the website,IOS app or Android app Chatbox,Print,Email,Social media and comments on it Customer sees an advertisement for your brand on social media and comments on it Customer sees an advertisement for your brand on social media and comments on it Internal customer service policies, standards and benchmarks ensure that your employees communicate with your customers	Check internet reviews of the software Recommendation from a reputed source Recommendation from a reputed on the website Customer's email (software like Outlook or website like Gmail)	Employee's ease of access and reviews Impressions of the platform The customer looks for the group or guide, often from a distance as they walk closer Direct interactions with the guide, and potentially other group members	Interaction with competitor media/ websites Direct interactions with the guide, and potentially other group members Direct interactions with the guide, and potentially other group members "Leave a review" modal window within the profile on the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail)	Competitor Media/ Website The most integral part of closing a customer interaction is the follow-up
 People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	Recommendation from a reputed source brand promise, brand story, innovation, purchase moment, and consumer experience	Payment overlay within the website, iOS app, or Android app			
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me understand usefulness the platform Help me see what they have to offer Help me understand what this product is all about Help me have more fun or learn new things on my product Help me avoid seeing products for the wrong features Help me have more fun or learn new things on my product Wrong features	Help me avoid scams Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	help me use this platform Help me understand usefulness of the result Help me feel good about my decision to get this product and to make better use of it	Help me understand usefulness of the result	Help me see what I l've done before could be doing next
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Happiness of finding a new Improvement for the company It's fun to look at options and imagine doing each products, like shopping for experiences	Decision making made easier Excitement about the purchase ("Here we go!")	People love the product itself, we have a 98% satisfaction rating Decision making made easier	Increased revenue People generally leave products feeling refreshed and inspired	People like looking back on their past purchases We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Too many options available People express a bit of fear of commitment at this step	Not able to justify the price of the software	People expressed awkwardness about finding their guide in a public place Having to retrain staff to become comfortable with the platform	Customers report feeling review fatigue Not able to see benefits from the program immediately We have very low review rates (15% of people review experiences and products)	Competitors offering better products
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Make the website look good and credible Make it easier to compare and shop for experiences without having to click on them Advertise on reliable platforms	Make the platform easier to learn	Increase the userfriendliness between multiple features of the platform	Show company benefits due to Analytics clearly How might we totally eliminate this awkward moment? How might we progressively disclose the full review so that each step feels more simple?	Ensure you can justify why you're better than your competitors
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