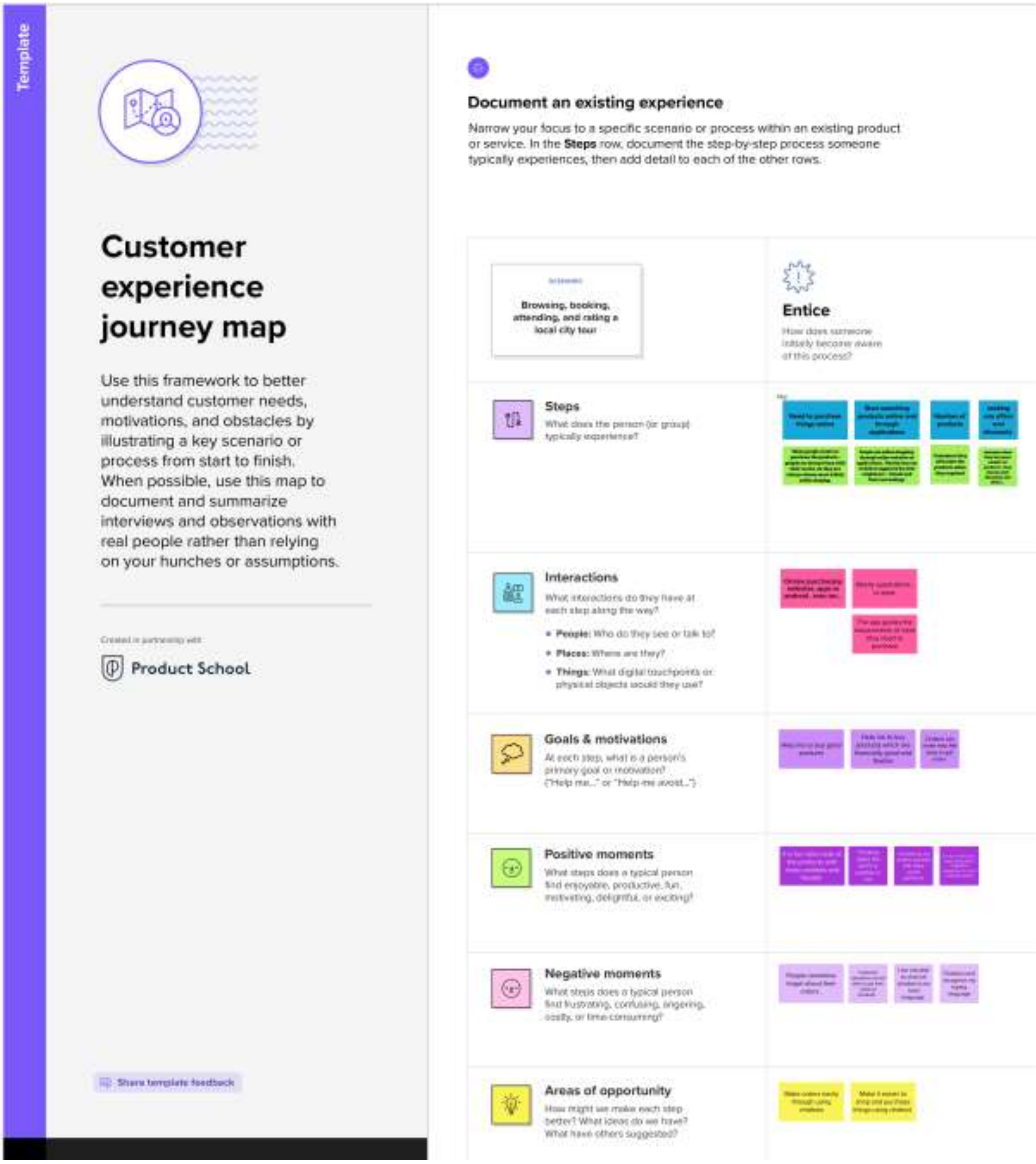
PROJECT DESIGN PHASE – II

CUSTOMER EXPERIENCE JOURNEY

DATE	**8TH OCTOBER 2022**
TEAM ID	**PNT2022TMID39797**
PROJECT NAME	**PROJECT DESIGN PHASE - II CUSTOMERS EXPERIECE JOURNEY**
MAXIMUM MARKS	**2 MARKS**



Template

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.

SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

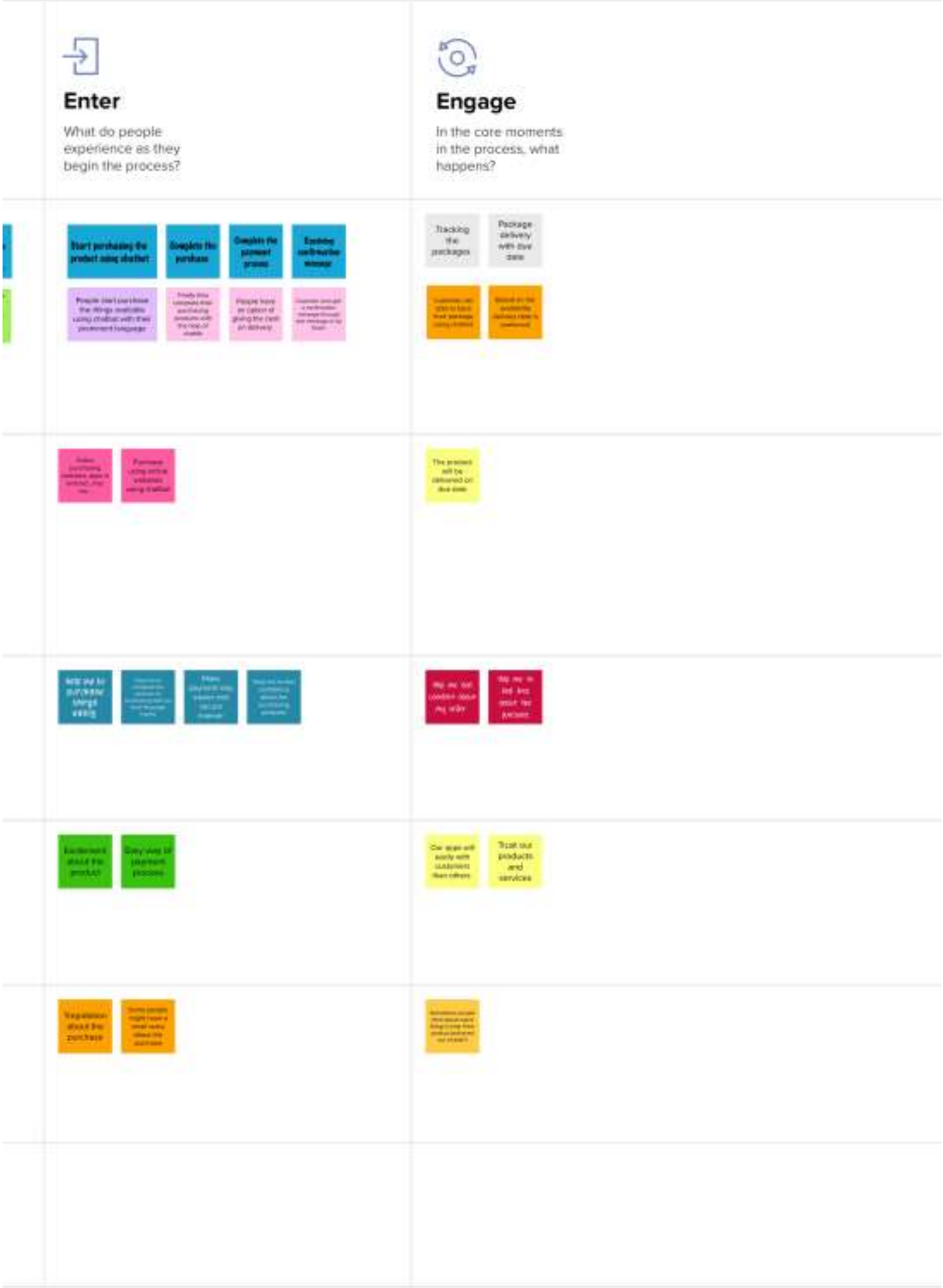
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



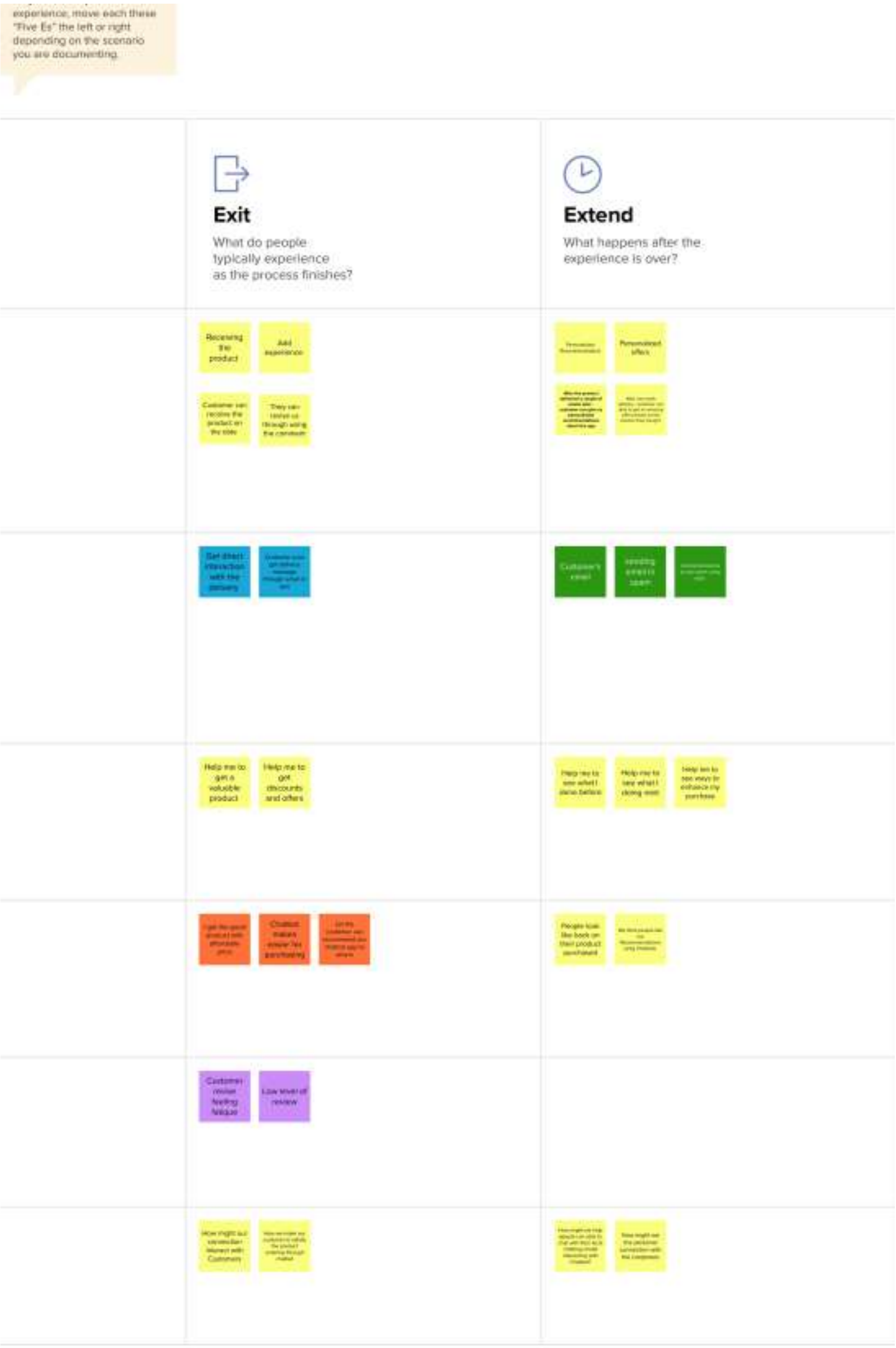
Enter

What do people
experience as they
begin the process?

Engage

In the core moments
in the process, what
happens?

Start purchasing the product using chatbot
Complete the purchase
Complete the payment process
Receiving confirmation message
People start purchase the things available using chatbot with their preferred language
People have an option of giving the cash on delivery
Tracking the packages
Package delivery with due date
Purchase using online websites using chatbot
The product will be delivered on due date
Excitement about the product
Easy way of payment process
Our apps will easily with customers than others
Trust our products and services
Frustration about the purchase
Some people might have a small worry about the purchase



experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Receiving the product
Add experience
Get direct interaction with the delivery
Customer's email
Help me to get a valuable product
Help me to get discounts and offers
Help me to see what I done before
Help me to see what I doing next
Chatbot makes easier for purchasing
People look like back on their product purchased
Customer review feeling fatigue
Low level of review
How might our interact with Customers

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Goals & motivations
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Areas of opportunity