

**NALAIYA THIRAN**

**PROJECT DESIGN PHASE II**

**CUSTOMER JOURNEY**

**USER CASE: PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT**



# 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	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?	<div>Because caregivers couldn't watch over elderly people about at once, this approach is employed.</div> <div>Because many older persons passed away from low blood pressure and low heart rates without receiving medical attention or caretakers' acknowledgement</div>	<div>They will come to know that they are being monitored by the caretakers or doctors by 24/7</div> <div>The caregivers must not be under distress from being with the elderly for the whole day.</div>	<div>The best monitoring systems on the market will be sought after by caregivers.</div>	<div>They will discover that the system is pricey.</div>	<div>Caretakers will be secure if they purchase an affordable system that allows them to detect and notify whenever any emergency is required.</div>
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul>	<div>Doctors will advise patients to seek help from anyone or a caregiver for the elderly.</div> <div>The information provides caregivers and medical professionals with important insights into a senior's health and daily life.</div> <div>The primary sensors used within medical devices are pressure, oxygen and temperature</div>	<div>Caretakers cannot able to monitor them for 24/7</div> <div>They will look for a device that can keep an eye on them round-the-clock.</div>	<div>Elderly persons will assign somebody such as caretakers to oversee or provide for them.</div> <div>They will search for those who will look after them continuously.</div>	<div>They are confident that the product would be user-friendly.</div>	<div>They Will dismiss the caregiver who was hired to do the caretaking duties</div>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Monitor the elderly people for 24/7</div> <div>Determine whether the elderly people exhibit any unusual behaviour.</div>	<div>They can take care of themselves without any help.</div>	<div>To safeguard and recognise the warning at any time</div>	<div>should seek for a better answer</div> <div>protecting elderly people at all costs</div>	<div>monitoring as well as notify the health personnel or caregivers</div>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Individuals find that taking care of the elderly may be significantly easier than in the before.</div>	<div>seeking others' assistance to look for them all day</div>	<div>Making faults that must be fixed in the subsequent action</div>	<div>In the future, we need to develop a better way to safeguard independent seniors than this.</div>	<div>Should never again carry out the previous process in its totality</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>It must be challenging to protect older individuals in emergency situations.</div>	<div>It must be riskier to save them when low blood pressure and heart rate come unexpectedly.</div>	<div>When all safety measures fail, it results in a complete loss of income.</div>	<div>Loss of money and the money invested on measures to protect independent people</div>	<div>No system can adequately protect them from protecting senior citizens.</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Have a deep Analysis about the place and season in order to know their heartbeat rates.</div>	<div>Elderly people who prefer to live independently should acquire personal support.</div>	<div>When an elderly person is in need or in an emergency, this system will be alerted and detect it.</div>	<div>The elderly enjoy happy lives free from any inconveniences caused by caregivers.</div>	<div>They can live a prosperous life without any concerns, and assistance was provided when needed in any situation.</div>

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.