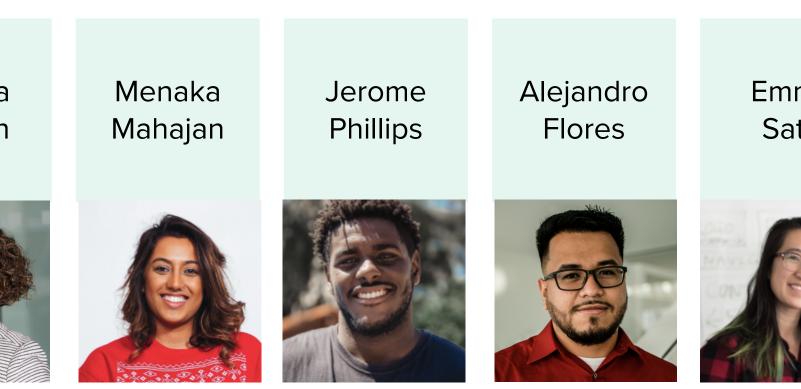
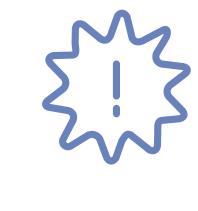
Customer Care Registry





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



Entice

How does someone initially become aware of this process?



What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



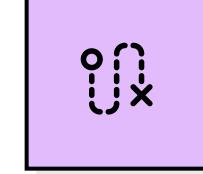
Exit

What do people typically experience as the process finishes?

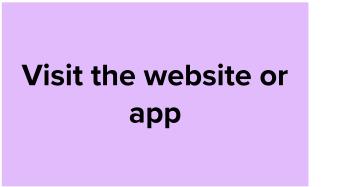


Extend

What happens after the experience is over?



typically experience?

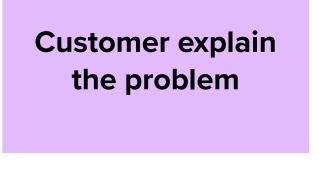


The user should navigate to our website or app

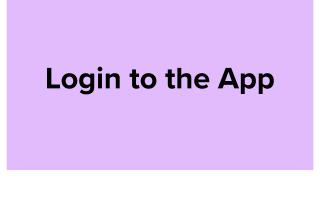


The app first give ticket to the customer



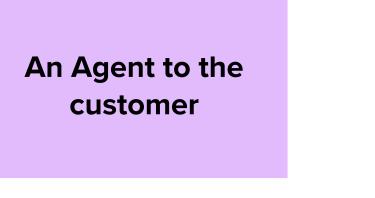


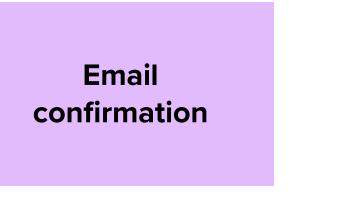
The customer explain their problem in the given ticket



The user should

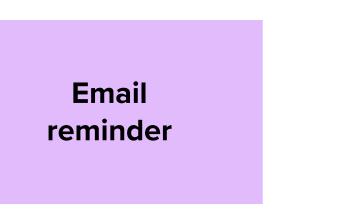
login to the app by using mail or phone number



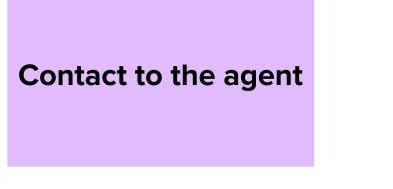


An email immediately sends to confirm their agent is

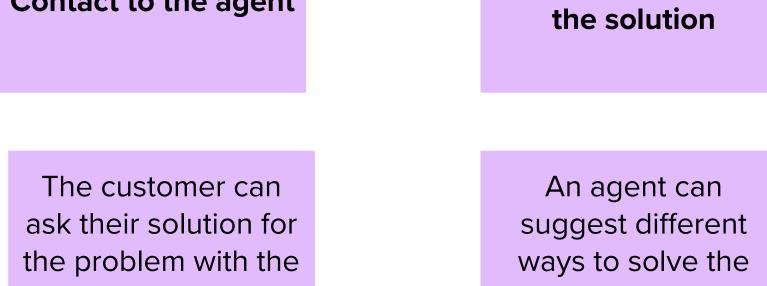
assigned

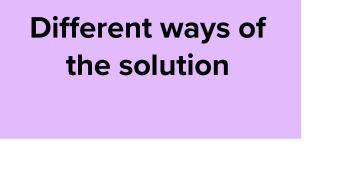


The level of problem solving is remainder to the customer

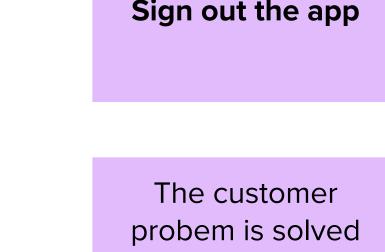


agent

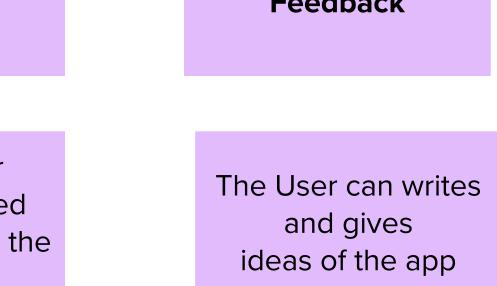




solution



they can sign out the





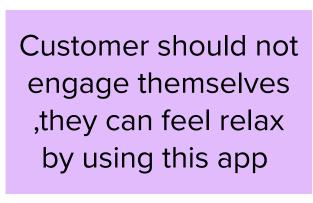


In the customer

profile they can view the status of the









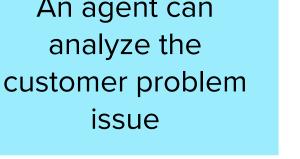
Interactions

What interactions do they have at each step along the way?

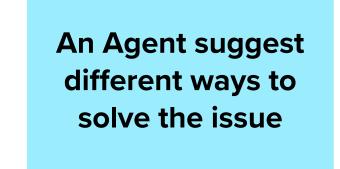
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

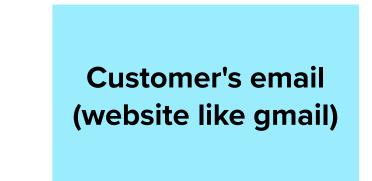


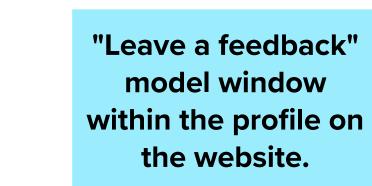




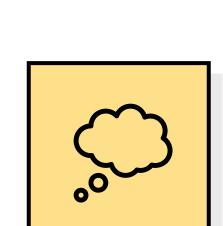
An Agent is assigned to the each customer





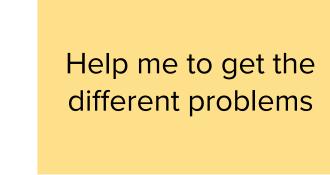






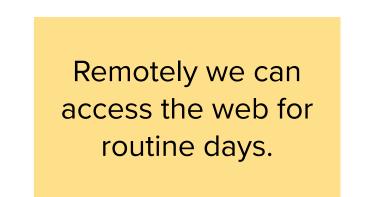
Goals & motivations

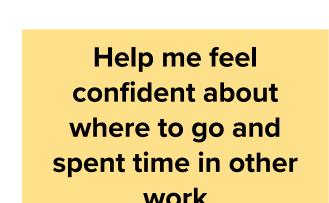
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

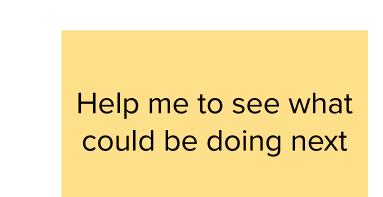


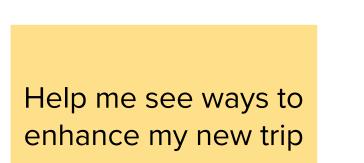


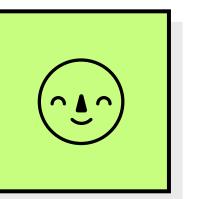








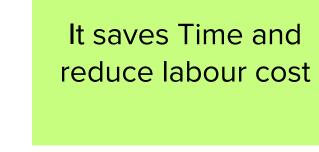


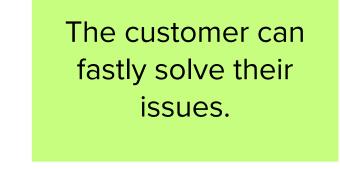


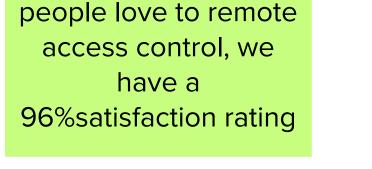
Positive moments

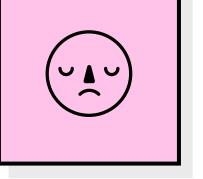
find enjoyable, productive, fun, motivating, delightful, or exciting?





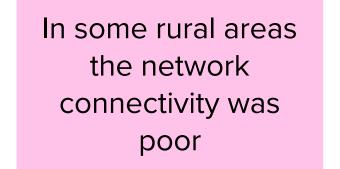


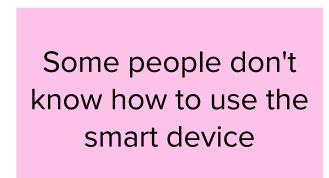


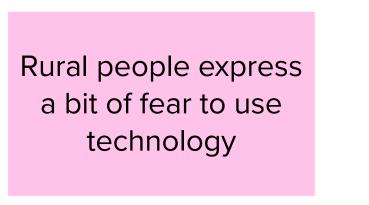


Negative moments

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?



