











Team ID PNT2022TMID02728

CUSTOMER JOURNEY

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Hear from friends and colleagues, develop interest into the app</div><div>A happy customer shares their experiences with people around them.</div><div></div></div> <div><div>Searching for apps and get recommended under similar interests</div><div>When there is a need, people search for applications and find the app under similar interests.</div><div></div></div>	<div><div>Home Page</div><div>The home page consists of what the users generally or most commonly use the application for.</div><div></div></div> <div><div>ChatBot</div><div>A chatbot at the welcome screen to navigate and add the user to make decisions using valid recommendations.</div><div></div></div>	<div><div>Search</div><div>The user searches for an idea or the chatbot recommends them to buy a product which are most commonly purchased.</div><div></div></div> <div><div>Browse</div><div>The user then browses through the variety of products under categories for an ideal product of their choice.</div><div></div></div> <div><div>Choose</div><div>When they find a product or a collection of products that they desire, they choose and move to the cart for further process.</div><div></div></div> <div><div>Order</div><div>A user completes the purchase from a variety of options either cash or cashless, UPI, card, etc..</div><div></div></div> <div><div>Delivery</div><div>The manufacturer or delivering company gets the order and deliver the ordered product to the customer within the specified date.</div><div></div></div>	<div><div>Receive</div><div>The customer receives the product is the one they ordered, so they can give feedback to the delivery company.</div><div></div></div> <div><div>Replace</div><div>In case the customer is not satisfied with the product or have other queries, they send back the product for replacement or refund.</div><div></div></div>	<div><div>Reviews</div><div>The user after they have experience with the product or application, they give reviews inside the application or the app stores.</div><div></div></div> <div><div>Recommendations and Reuses</div><div>The users, from their experiences, recommend the app to their circle, and reuse when they need to purchase new products.</div><div></div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>More discounts and offers to be provided to attract users</div><div></div><div>On searching of desired product and selection of quality of product</div><div></div></div> <div><div>Selection of products from recommended products</div><div></div><div></div><div></div></div>	<div><div>User Interface interacts the the user</div><div></div><div>By giving more discounts</div><div></div></div> <div><div>The app assistant helps user to navigate</div><div></div><div></div><div></div></div>	<div><div>Navigation from page to page remains stable and smooth</div><div></div><div></div><div></div></div> <div><div>Voice assistant is used to show high recommendations of the products</div><div></div><div></div><div></div></div>	<div><div>The good UI experience</div><div></div><div>Privacy and security of the system</div><div></div><div>User should feel the product is worth of money after buying the product</div><div></div></div>	<div><div>User can rate and review the product after the product is delivered</div><div></div><div>People around the user can relate to the application and start suing the product</div><div></div></div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>To get desired product</div><div></div><div>attractive products</div><div></div><div>Value for money</div><div></div></div>	<div><div>Landing page with attractive products</div><div></div><div>Offers and discounts on moving carousel</div><div></div><div>Refreshed interface and interactive chat bot</div><div></div></div>	<div><div>Peopole will more engage with chat bot recommendation</div><div></div><div>Felling free to search more products</div><div></div><div>Looking into trending and quality things</div><div></div><div>Review and rating</div><div></div></div>	<div><div>Checking order status</div><div></div><div>Moving selected products into cart</div><div></div><div>Checking offer time</div><div></div></div>	<div><div>Processing Order</div><div></div><div>Pushing notification</div><div></div><div>Recommending products related to search</div><div></div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Positive feedbacks and recommendations from the circle.</div><div></div><div>Customer ratings in app stores and more download and install count.</div><div></div></div>	<div><div>A smooth and adaptive UI that creates an interest for the user.</div><div></div><div>An intelligent assistant that can understand the needs of the user.</div><div></div></div>	<div><div>User finds product of desire.</div><div></div><div>User finds better products than what they wanted</div><div></div><div>User gets huge offers and discounts and makes big savings.</div><div></div></div>	<div><div>User gets the product in good shape.</div><div></div><div>The delivery process is easy and user-friendly.</div><div></div></div>	<div><div>User continues to reuse the applications for future purchases and gets similar experiences.</div><div></div><div>User gives good reviews and recommendations to their circle.</div><div></div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Choosing quality products</div><div>Application Navigation</div><div>Payment process</div></div>	<div><div>User Interface</div><div>Viewing products</div><div>New chat bot</div></div>	<div><div>New mechanism</div><div></div><div>Chat bot recommendation</div><div></div><div>New type search</div><div></div></div>	<div><div>User experience</div><div>Searching products with discount and offers</div><div>Delay deliver date and offer expire</div></div>	<div><div>More push notification</div><div>Offer expired</div><div>Background process active</div></div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>We created chat bot which make more interaction towards user</div> <div>We organized the best recommendation based on a user perspective</div> <div>Chat bot use for navigation</div>	<div>More suggested products using search</div> <div>Easy finding products using chat bot</div> <div>Making user to have more interaction with application</div>	<div>Chat bot creates more engaging user</div> <div>making user to stick with application</div> <div>User finds more easy way to search products with chat bot</div>	<div>satisfied with</div> <div>Experienced with new chat bot</div> <div>Satisfied with application</div>	<div>enhancing user experience</div> <div>Showing new products based on search</div> <div>Making enhancements in the application for better experience</div>