


# Project Design Phase II

## Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID48470
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

### Customer Journey Map Statement:



### Customer 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?	<b>Search for Support</b> For meeting a customer to a customer <b>Research for Support</b> Self-reliance for a Support Person	<b>Rating on Issue</b> Rating on Issue <b>Rating on Issue</b> Rating on Issue	<b>Rating on Issue</b> Rating on Issue <b>Rating on Issue</b> Rating on Issue	<b>Rating on Issue</b> Rating on Issue <b>Rating on Issue</b> Rating on Issue	<b>Rating on Issue</b> Rating on Issue <b>Rating on Issue</b> Rating on Issue
<b>Interactions</b> 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?	Customer Customer Customer	Customer and Application Customer and Application Customer and Application	Customer and Application Customer and Application Customer and Application	Customer and Application Customer and Application Customer and Application	Customer and Application Customer and Application Customer and Application
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "help me avoid...")	Problem to solve Problem to solve	Problem to solve Problem to solve	Problem to solve Problem to solve	Problem to solve Problem to solve	Problem to solve Problem to solve
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moment Positive moment	Positive moment Positive moment	Positive moment Positive moment	Positive moment Positive moment	Positive moment Positive moment
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Negative moment Negative moment	Negative moment Negative moment	Negative moment Negative moment	Negative moment Negative moment	Negative moment Negative moment
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity	Areas of opportunity Areas of opportunity