


Project Design Phase-II Customer Journey Map

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| Team ID | PNT2022TMID32772 |
| Project Name | Project - Personal Assistance for Seniors Who Are Self-Reliant |
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Customer Journey Map:

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.

Created in partnership with  **Product School**

| SCENARIO Browsing, booking, attending, and rating a local city tour | 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? |
|---|---|---|--|
| | <p>People think about how "easy" the product is?</p> <p>The people at the beginning will have less knowledge about the process of experience</p> | <p>Independent</p> <p>Self care</p> <p>Chaos free</p> | <p>People feel they have finished after leaving positive reviews</p> <p>People feel they have finished taking screenshots and share</p> |
| <p>Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? | <p>Will this product easily be compared with our strong medicine reminder</p> <p>The people seek the outcome of the medicine reminder from social platforms</p> | <p>People</p> <p>Place</p> <p>Digital touch point</p> <p>Handy product</p> <p>The product is efficient to use</p> <p>Notification is received through cloud server</p> | <p>Digital touch point</p> <p>People</p> <p>Create Awareness about this in social resources</p> <p>Finally the medicine reminder is designed effectively</p> |
| <p>Goals & motivations At each step, what is a person's primary goal or motivation? ("I help me..." or "I help me avoid...")</p> | <p>People must know about the working process of medicine reminder</p> | <p>The primary goal of the person is to handle the medicine reminder properly without causing damages</p> <p>The motive is to use the medicine reminder efficiently and effectively</p> | <p>The Motivation is to utilize the Garbage bin to the Maximum and to get the best Out of it.</p> |
| <p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> | <p>EXCITEMENT</p> <p>People would feel excited about the product at the initial stage</p> | <p>HAPPY</p> <p>People find a convenient design to remind them correctly on time to take medicines.</p> | <p>The greatest advantage of medicine reminder is to prevent from taking wrong meds or even skip doses.</p> |
| <p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> | <p>CONFUSED</p> <p>People doesn't have clear idea about the technology</p> | <p>FRUSTRATING</p> <p>Complexity of the programming</p> | <p>Stable internet connection is required for transferring the instruction.</p> |