

# Project Design Phase II

## Customer Journey Map

Date	18 September 2022
Team ID	PNT2022TMID32111
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.

Contacted participants with:

Product School

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1

#### 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 ending 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? 	Search for Support Review for Appointment Date for Issue For meeting, it comes to the person Not much to do + know how to	Managing Issue Booking or Start Review of available options Engage in the process	Making the Request Making time for appointment For meeting, it comes to the person Review for Appointment Date for Issue Not much to do + know how to	Checking the Issue Review for Appointment Date for Issue For meeting, it comes to the person Not much to do + know how to	
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Contact Review for Appointment Date for Issue Check for Appointment Date for Issue	Customer Support Booking or Start Review of available options Engage in the process	Booking or Start Booking or Start Booking or Start Booking or Start	Customer Support Booking or Start Booking or Start Booking or Start	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem, A... 2023 August	Appointment Date for Issue Booking or Start	Booking or Start Booking or Start	Booking or Start Booking or Start	
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Review for Appointment Date for Issue	Review for Appointment Date for Issue	Review for Appointment Date for Issue	Review for Appointment Date for Issue	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Booking or Start	Booking or Start	Booking or Start	Booking or Start	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Booking or Start Review for Appointment Date for Issue	Booking or Start Review for Appointment Date for Issue	Booking or Start Review for Appointment Date for Issue	Booking or Start Review for Appointment Date for Issue	