

Project Design Phase-II
Customer journey map

Date	16 October 2022
Team ID	PNT2022TMID53194
Project Name	Corporate Employee Attrition Analytics
Maximum Marks	4 Marks

Customer journey map:

<div></div> <div>Scenario Browse, Register, login, verify, upload the dataset and view the report.</div>	<div></div> <div>Entice How does someone initially become aware of this process?</div>	<div></div> <div>Enter What do people experience as they begin the process?</div>	<div></div> <div>Engage In the core moments in the process, what happens?</div>	<div></div> <div>Exit What do people typically experience as the process finishes?</div>	<div></div> <div>Extend What happens after the experience is over?</div>
<div></div> <div>Steps What does the person (or group) typically experience?</div>	<div><div>Browse available analyzing services</div><div>Referred by others</div><div>Through Advertisement and promotions</div><div>The CEO examines the available solutions for hiring and analyzing the data when he action</div><div>The CEO becomes aware of our website by knowing from other companies.</div><div>The CEO becomes aware that there is a new solution for analyzing attrition</div></div>	<div><div>Register and Login (CEO and Employee)</div><div>Visit the Dashboard (CEO and Employee)</div><div>Register and login to use our website</div><div>The CEO is able to see the dashboard</div></div>	<div><div>Upload the Dataset</div><div>Fill in the survey forms</div><div>Click on the predict button</div><div>The CEO uploads the dataset containing employee details.</div><div>The employee fills in the survey form.</div><div>By clicking the predict button, the CEO is able to see the solution.</div></div>	<div><div>Get the Report (CEO)</div><div>Successful submission Message</div><div>Upload the report, confirm if it is correct or no, reenter the data if not correct and click on the predict button.</div><div>The process returns the acknowledgment message for filling the survey form.</div></div>	<div><div>Rating</div><div>The CEO gives rating about the working app and its come in our website.</div></div>
<div></div> <div>Interactions What interactions do they have at each step along the way? <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?</div>	<div><div>Register Section of the website</div><div>Login Section of the website</div><div>Dashboard of the website</div></div>	<div><div>Register Section of the website</div><div>Login Section of the website</div><div>Customer's email (software like Outlook or website like Gmail)</div></div>	<div><div>Collecting the Dataset</div><div>Analyzing the dataset</div><div>Predicting the reason for attrition</div></div>	<div><div>May download the report generated</div><div>Customer's email (software like Outlook or website like Gmail)</div><div>Depending on participant and dataset, applications may be involve</div></div>	<div><div>Users' feedback made available in the profile on the website</div><div>Customer's email (software like Outlook or website like Gmail)</div></div>
<div></div> <div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me get the solution to reduce attrition</div><div>Help me see what I have to offer for the wellness of employee</div><div>Help me understand what is attrition is all about</div></div>	<div><div>Help me commit to going on the website</div><div>Help me get through the survey part without too many errors</div><div>Help me feel confident that my analysis is fine and not be any other user</div></div>	<div><div>Help me feel confident that my analysis is fine and not be any other user</div><div>Help me make the most of my or my data to my free solution.</div></div>	<div><div>Help me solve the problem I faced with my data and no other solution</div><div>Help me spend the most time on the website or provide with best feedback as a satisfied customer</div></div>	<div><div>Help me see what I have done well</div><div>Help me see what I could be doing next</div><div>Help me see what is a better way to solve my problem</div></div>
<div></div> <div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>They find excited to try the website</div><div>They feel motivated and gain confidence to increase the company</div></div>	<div><div>The registering process is simple</div><div>The interface is easy to use.</div></div>	<div><div>The process is easy for CEO because their work is only to upload the dataset.</div><div>he work of the employees is to fill the survey form which will be easy to answer.</div></div>	<div><div>Excitement about the result</div><div>Happy as they found the solution.</div></div>	<div><div>The CEO will be satisfied as they found the solution for this problem.</div><div>The employees will feel free to answer the question in the survey form.</div></div>
<div></div> <div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>CEO find difficult to find out the reason for attrition.</div><div>Users when project experienced attrition after checked in the company</div><div>Employees express a lot of concern about attrition</div></div>	<div><div>Registration about the analysis ("I hope this will be worth it")</div></div>	<div><div>Employees expressed awkwardness about giving their opinions in survey forms</div></div>	<div><div>Customers report feeling unsure to login</div><div>People describe leaving a review as an arduous process</div></div>	<div><div>We have solution which makes this a better way to help people understand their data</div></div>
<div></div> <div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>How can I make this app more useful when you are looking for a solution could we send a follow up?</div><div>Make it easier to compare and identify the reasons for attrition with the data and send a follow up</div></div>	<div><div>How might we make our analysis easily downloadable</div></div>	<div><div>How might we make the process easier for CEO to rate after the analysis?</div><div>How might we equip CEO to rate after the analysis?</div><div>How might we equip CEO to rate after the analysis?</div></div>	<div><div>How might we make the process easier for CEO to rate after the analysis?</div><div>How might we equip CEO to rate after the analysis?</div><div>How might we equip CEO to rate after the analysis?</div></div>	<div><div>How might we make the process easier for CEO to rate after the analysis?</div><div>How might we equip CEO to rate after the analysis?</div><div>How might we equip CEO to rate after the analysis?</div></div>