

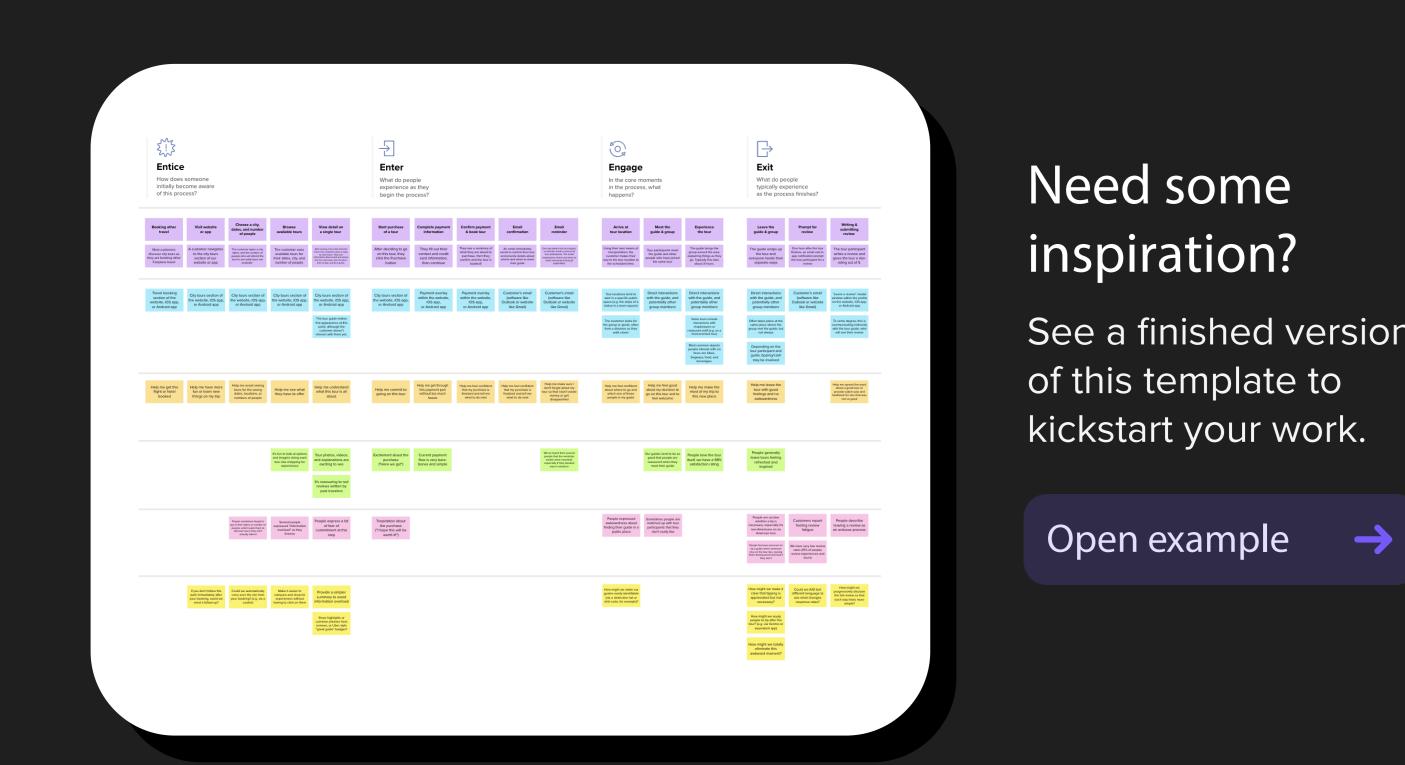
Customer experience journey map

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.

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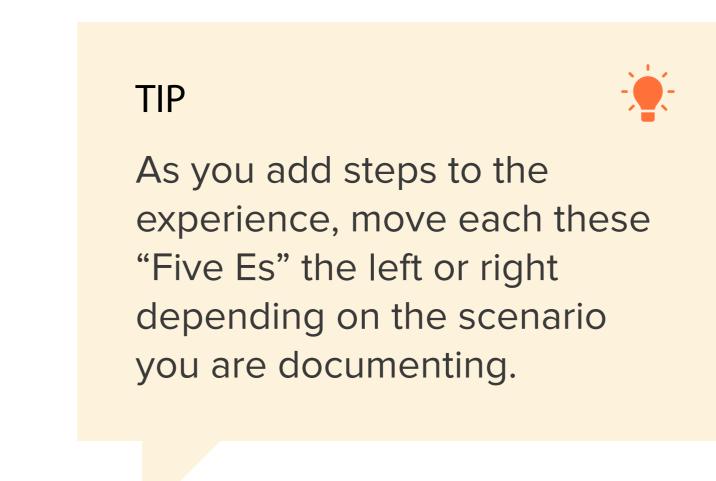
Product School

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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.



Team ID: PNT2022TMID08097

| SCENARIO Using a containment zone application | 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? |
|--|---|---|---|--|---|---|
| Steps What does the person (or group) typically experience? | Visit website or app A user navigates to the main portal of our app. Trying out an a Most user tel to try out varie apps regarding COV | After installing our application, the user creates an ID for him/her to use. The user views their current location | View our location Containment Zones using this application, the user views the nearby containment zones. | Aware of Covid statistic View Covid statistics using the stats section of the app. | Review Writing & submitting feedback | Personalized recommendations Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization Background Monitoring |
| Interactions 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? | Tries out some aps recommende similar to our app our user | thomas | | Get to know the current Covid Stats from the stats section of the app. Able to check if the user is in affected area. | The customer is providing prompted to sense of review awareness the app. to public | User shares the app with friends and family, ensuring their safety through our app |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Help me to fnd Covid Stats Awarness | Help me log in without much effort Help me to view details without much efforts | places without getting affected by | Help me plan my trips by showing containment zones on my route that I can avoid | Help me leave the safe and secure Help me leave the app easily whenever I require | Help me by sending of the alerts even while I am not using the application User is aware of the covid stats and its seriousness |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Pleasant reviews from our users encourage others to use our app | User likes the Covid stats section We've heard from several people that the alerts were essential | generally feel safe and secure | Quick Alert is sent to user. | People generally feel safe and secure To some degree, this is communicating indirectly with the admins, who will see their revie | People are interested in how frequently our alerts because they have have kept them out of containment zones. We think people like these recommendations because they have recommendations because they have an extremely high engagement rate |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Geolocation services may fail at times User goes offline | Authentication | Failure of Location Services | Latency in fetching data from the Cloud | User might get uncomfortable if the app exits abruptly User might feel annoyed by the prompt for review | User might be doubtful if the app will deliver alerts after it has been closed user might be doubt if user maintain correct database |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | How can we reach out to more people in less time? How can we may our app more un and novel | reduce the | How might we | How might we reduce the latency in updating the containment zones? | How could we effectively use exitintent popups to improve UX? How might we put a smile on the user's face when he/she exits the app? | How to ensure that the alert delivered is seen by the user while the app is not in use How might we update the app to track other pandemics |

