


Project Design Phase II

Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID16191
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 exiting 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?
Steps What does the person (or group) typically experience? 1. Searching for a tour 2. Booking a tour 3. Attending the tour 4. Exiting the tour	Search for Support Research for Knowledge Base for Support For meeting the customer for a problem Self meeting for a Support Request	Booking on tour Booking on tour Booking a tour Booking a tour	Meeting on the tour Meeting on the tour Meeting on the tour Meeting on the tour	Exiting the tour Exiting the tour Exiting the tour Exiting the tour	
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?	Customer Dashboard of the Application Customer Email Support	Customer and Application Tour Application Customer Email Support	Customer and Application Customer Email Support Tour Application	Customer and Application Customer Email Support Tour Application	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved I'm a tourist	I'm looking for a tour I'm looking for a tour	I'm looking for a tour I'm looking for a tour	I'm looking for a tour I'm looking for a tour	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a low response	Meeting the customer for a problem	Meeting the customer for a problem	Meeting the customer for a problem	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not working	Not working	Not working	Not working	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Additional Support Additional Support	Additional Support Additional Support	Additional Support Additional Support	Additional Support Additional Support	