

PROJECT DESIGN PHASE 2

Date	15 October 2022
Team ID	PNT2022TMD37233
Project Name	real-time communications system powered by AI for speciallyabled
Maximum Marks	2 Marks

Customer Journey

	RESEARCH	COMPARISON	WORKSHOP	QUOTE	SIGN-OFF
TYPICAL QUESTIONS	<p>How do I make an app?</p> <p>What platform should I use?</p> <p>How much does it cost?</p> <p>How do I protect my idea?</p>	<p>What should I look for in an app developer?</p> <p>Cost vs quality?</p> <p>Who have they worked with before?</p> <p>What are their capabilities?</p>	<p>How do I know the app will be successful?</p> <p>Who will be the product owner/decision maker?</p>	<p>How does this compare?</p> <p>What other business opportunities do I have?</p> <p>Do I really want to take this leap?</p> <p>How will I fund this?</p>	<p>What else do I need to do to set up the business?</p> <p>When will I get my finished product?</p>
EMOTIONS/ FEELINGS	Curious. Protective. Enthusiastic. Keen to rush in.	Discretionary. Subjective. Unsure. Weighing up pros and cons – usually focused around time, money and quality.	Eager. Inspired. Has a new comprehension of the workload required.	Revisiting prior ideas or options. Justifying their decisions with business partners or family. Validating internally that it is the right move to make.	Optimistic. Nervous/ anxious. Keen to see results ASAP.
WE NEED TO...	Be present, ensure that we are found. Give confidence in us as a company and give them reason to contact us.	Explain the process of app development, best practices and show our past success stories. Be open, honest.	Get them to really understand what is involved – that nothing is an overnight success. Establish that we will be there to guide them through the process.	Display why we are the best team for the job and justify our pricing with substantiated information. Welcome questions.	Set clear expectations. Keep them informed with relevant information. Communicate frequently. Ask for feedback on how we're doing to ensure everyone is happy and on the same page.