


Project Design

Phase II Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID16183
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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 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.

Scenario Browsing, booking, attending, and rating 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?	<div>Search for Support</div> <div>Research Knowledge Base for Support</div> <div>Get messaging for the support person</div> <div>Get messaging for the Support Person</div>	<div>Rating on time</div> <div>Rating on time</div> <div>Rating on time</div> <div>Rating on time</div>	<div>Waiting for the Support</div> <div>Waiting for the Support</div> <div>Waiting for the Support</div> <div>Waiting for the Support</div>	<div>Waiting for the Support</div> <div>Waiting for the Support</div> <div>Waiting for the Support</div> <div>Waiting for the Support</div>	
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?	<div>Customer</div> <div>Customer</div> <div>Customer</div> <div>Customer</div>	<div>Customer and Support</div> <div>Service Representative</div> <div>Customer and Support</div> <div>Service Representative</div>	<div>Customer and Support</div> <div>Service Representative</div> <div>Customer and Support</div> <div>Service Representative</div>	<div>Customer and Support</div> <div>Service Representative</div> <div>Customer and Support</div> <div>Service Representative</div>	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	<div>Problem solved</div> <div>Get Support</div> <div>Problem solved</div> <div>Get Support</div>	