


Project Design Phase II

Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID16303
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 rating a local city tour	Entice How does someone initially become aware of the 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?	Search for Support Browse for Knowledge Base for Support To understand the customer's journey Self-enrolling to a Support Process	Making an appointment Making an appointment Strategic Appointment Request Strategic Appointment Request	Making the Request Submitting the Request Making the Request Submitting the Request Making the Request Submitting the Request	Closing the Case Closing the Case Closing the Case Closing the Case Closing the Case Closing the Case	
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 Dashboard of the Application Customer Dashboard of the Application	Customer and Application Customer Application Customer and Application Customer Application Customer and Application Customer Application	Customer and Agent Customer Case Customer and Agent Customer Case Customer and Agent Customer Case	Customer and Agent Customer Case Customer and Agent Customer Case Customer and Agent Customer Case	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me," or "Help me avoid...")	Problem to be solved Get a Support	Get Support and Time Management Create Support from Application	Making the Request Get a Support	Managing the Request Managing the Request	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive moment at each step	Managing the Request Managing the Request	Managing the Request Managing the Request	Managing the Request Managing the Request	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Negative moment	Not Responding	Not Responding	Not Responding	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Additional Support Support Request from Application	Additional Support Support Request from Application	Additional Support Support Request from Application	Additional Support Support Request from Application	