


Project Design Phase II

Customer Journey Map


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| Date | 14 October 2022 |
| Team ID | PNT2022TMID16150 |
| 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 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? 1. Search for support 2. Browse for knowledge base for support 3. Try to resolve the problem by themselves 4. Ask for help from a specific person | Search for support Browse for knowledge base for support Try to resolve the problem by themselves Ask for help from a specific person | Waiting on hold Waiting on hold Searching for support Searching for support | Waiting for the support Waiting for the support Waiting for the support Waiting for the support | Checking the status Checking the status Checking the status Checking the status | |
| 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 website Online chat support | Customer and administrator Search application Online chat support | Customer and agent Customer chat Search application | Customer administrator and agent Customer chat application Online chat | |
| 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 it support | Find something and try to manage it Find something and try to manage it | Waiting for the support Waiting for the support | Waiting for the support Waiting for the support | |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Instant resolution of the problem | Instant resolution of the problem | Instant resolution of the problem | Instant resolution of the problem | |
| Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming? | Instant response | Instant response | Instant response | Instant response | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Instant response Instant response | Instant response Instant response | Instant response Instant response | Instant response Instant response | |