


Project Design Phase II

Customer Journey Map


Date	18 September 2022
Team ID	PNT2022TMID16277
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? 	 Search for Support  Browse for Knowledge Base for Support  To receive help, customer has to go through a Specific Problem	 Making an appointment  Booking a tour  Booking a tour  Booking a tour	 Making the Request  Making the Request  Making the Request  Making the Request  Making the Request	 Closing the Issue  Making the Request  Making the Request  Making the Request  Making the Request	
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  Contact Us  Contact Us	 Customer and Administrator  Search Application  Contact Us  Contact Us	 Customer and Agent  Customer Case  Search Application  Search Application	 Customer and Agent  Customer Case  Search Application  Search 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  Get Support	 Find something and Time Management  Find something and Time Management	 Finding the Solution to the Problem  Find Support	 Manage the Issue to the Solution  Find Support	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 Solution received at each step	 Moments, Moments, Moments, Moments, Moments	 Moments, Moments, Moments, Moments, Moments	 Moments, Moments, Moments, Moments, Moments	
Negative moments What steps does a typical person find frustrating, confusing, engaging, 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  More Support  More Support	 Additional Support  More Support  More Support	 More Support  More Support  More Support	 More Support  More Support  More Support	