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TEAM ID	PNT2022TMID45510
PROJECT NAME	REAL-TIME COMMUNICATION SYSTEM POWERED BY AI FOR SPECIALLY ABLED
MARKS	4 MARKS

Customer experience 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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<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Partnering with influencers and others for greater reach</div> <div>Marketing an event/ event/ website</div> <div>Advertising programs through radio and social media</div> <div>Encouraging people to sign up for the event/ website</div> <div>Through social media, people are encouraged to sign up for the event/ website</div> <div>Encouraging people to sign up for the event/ website</div>	<div>Redirected to the homepage</div> <div>Device Access Permissions</div> <div>User Registration Login</div> <div>The user is redirected to the homepage</div> <div>User permissions are granted through the app/ website</div> <div>User registration and login process is completed</div>	<div>Based on the user's location (geotargeting)</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Reviewing the app/ website through the microphone/ camera/ photos</div> <div>Based on the user's location (geotargeting)</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div>	<div>Provide feedback and ratings</div> <div>Logout</div> <div>Based on the user's location (geotargeting)</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div>	<div>Improve the app/ website based on user feedback</div> <div>Expand the number of available features</div> <div>Personalized content suggestions</div> <div>Based on the user's location (geotargeting)</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div>	<div>User interacts with the app/ website</div> <div>Through social media, people are encouraged to sign up for the event/ website</div> <div>User interacts with the app/ website</div>	<div>User creates an account in the app/ website</div> <div>User allows permissions for camera and microphone access</div>	<div>Based on the user's location (geotargeting)</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div>	<div>User will fill the feedback form for further app/ website improvements</div> <div>User will fill the feedback form for further app/ website improvements</div>	<div>User has the privilege to specify additional features for recognition</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me find a suitable event/ website</div> <div>Help me find a suitable event/ website</div>	<div>Help me in creating an account and using the various features of the application.</div>	<div>Help me to choose the suitable event/ website</div> <div>Help me to choose the suitable event/ website</div>	<div>Help me to fill the feedback form</div> <div>Help me to log out properly</div>	<div>Help me achieve personalized content suggestions</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>It motivates the user to sign up for the event/ website</div> <div>It motivates the user to sign up for the event/ website</div>	<div>Sign up for the event/ website</div> <div>Sign up for the event/ website</div>	<div>Exploring the app/ website through the microphone/ camera/ photos</div> <div>Exploring the app/ website through the microphone/ camera/ photos</div>	<div>Feedback form will be reviewed to improve the app/ website</div> <div>Feedback form will be reviewed to improve the app/ website</div>	<div>Customization of content suggestions</div> <div>Regular updates of the app/ website</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Users might find it frustrating to sign up for the event/ website</div> <div>Users might find it frustrating to sign up for the event/ website</div>	<div>Users might find it frustrating to create an account and use the various features of the application.</div> <div>Users might find it frustrating to create an account and use the various features of the application.</div>	<div>Users might find it frustrating to choose the suitable event/ website</div> <div>Users might find it frustrating to choose the suitable event/ website</div>	<div>Feedback form might be time-consuming to fill out</div> <div>Feedback form might be time-consuming to fill out</div>	<div>Delays in providing personalized content suggestions</div> <div>Delays in providing personalized content suggestions</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Personalized content suggestions</div> <div>Personalized content suggestions</div>	<div>Community creation and interaction</div> <div>Community creation and interaction</div>	<div>Translating the app/ website into different languages</div> <div>Translating the app/ website into different languages</div>	<div>Automatic redirect to the feedback form</div> <div>Automatic redirect to the feedback form</div>	<div>Regular updates of the app/ website</div> <div>Regular updates of the app/ website</div>