

CUSTOMER CARE REGISTRY

CUSTOMER JOURNEY MAP



TEAM DETAILS:

Team ID : PNT2022TMID10731

College : IFET College of Engineering

Department : ECE

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PROJECT DESIGN PAHSE-II

CUSTOMER JOURNEY MAP

DATE	13 NOVEMBER 2022
TEAM ID	PNT2022TMID10731
PROJECT NAME	CUSTOMER CARE REGISTRY
MAXIMUM MARKS	4 MARKS

Customer Care Registry

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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.

Co-created with and modified with:



Share template feedback

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.

TIP
As you add steps to the experience, make sure there's flow and the actions and decisions in the process are documented.

	 Entice How does someone's priority become aware of the process?	 Enter What do people experience as they begin the process?	 Engage In the user experience, in the process, what happens?	 Exit How do people typically experience the process finished?	 Extend What happens after the experience is over?
 Steps What does the person go through typically experience?	 Step 1: User receives email invitation to join the tour.	 Step 2: User logs in to the tour platform.	 Step 3: User completes the tour and receives a certificate.	 Step 4: User receives a follow-up email with additional resources.	 Step 5: User provides feedback on the tour experience.
 Interactions What interactions do they have at each step along the way?	 Interaction 1: User clicks on the email invitation.	 Interaction 2: User enters their email address.	 Interaction 3: User clicks on the 'Start Tour' button.	 Interaction 4: User clicks on the 'Download Certificate' button.	 Interaction 5: User clicks on the 'Provide Feedback' button.
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "I like the look of...")	 Goal 1: User wants to learn more about the company.	 Goal 2: User wants to join the tour.	 Goal 3: User wants to complete the tour.	 Goal 4: User wants to receive the certificate.	 Goal 5: User wants to provide feedback.
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 Positive Moment 1: User receives the email invitation.	 Positive Moment 2: User logs in to the tour platform.	 Positive Moment 3: User completes the tour and receives a certificate.	 Positive Moment 4: User receives a follow-up email with additional resources.	 Positive Moment 5: User provides feedback on the tour experience.
 Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	 Negative Moment 1: User receives the email invitation.	 Negative Moment 2: User logs in to the tour platform.	 Negative Moment 3: User completes the tour and receives a certificate.	 Negative Moment 4: User receives a follow-up email with additional resources.	 Negative Moment 5: User provides feedback on the tour experience.
 Areas of opportunity How might we make each step better? What does our user have? What have others suggested?	 Area of Opportunity 1: User receives the email invitation.	 Area of Opportunity 2: User logs in to the tour platform.	 Area of Opportunity 3: User completes the tour and receives a certificate.	 Area of Opportunity 4: User receives a follow-up email with additional resources.	 Area of Opportunity 5: User provides feedback on the tour experience.



Need some inspiration?
Get a headstart on your journey map by using our example. [View example](#)



Thank you

