## Customer Journey Map

PNT2022TMID33196 Team ID Real-Time Communication System Powered by Al for Specially Project name Abled

Browsing, booking, attending, and rating 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?



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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?

Social Media

Through neighbors and friends

[ Neighbors where [Through social media built confidence to advertisement they the user.] where only able to read the information.]

Initially they built confidence that they could communicate with normal people

> They shoud avoid hesitation when they speak with people.

Interaction starts using assistive technology.

They start delivering thoughts by drawing in white boards

Date

Its created a confidence after using this app or software.

They feel happy and contented.

> They do not have social fear to communicate with others anymore.

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?

They feel to speak with people of their own kind and some are confidently interacting with normal humans

Hearing assistive

technologies are

used by them.

They have a special School or orphanage to build their career.

They start with greetings using sign language

They often visit

libraries to get

reading practice in

beginning stage

They start to use digital aided products like apps, websites and gadgets

Sign language is converted to text or speech

When they feel lonely, default bot is implemented in the software.

Interaction purpose Small games are implemented in the product.

User is now brave to interact in emergency situation.

Now the interaction is easy one for them.

> To the extent they use sign language using hands normmally



**Goals & motivations** 

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Best motivation for them is to avoid negativity, they avoid suppressing them.

At time of emergency

situations

communication is

tough.

Their primary motivation is to participate in various field in society like other people

They will have faith to deliver information effectively.

Self motivation make them to feel that they permanently solve their

They feel contended when their sign image gives them information

Motivation steps & steps to achieve the Goal are provide via the product.

> The end user will have motivational impact that they have

> > conveyed their

Now they are self motivated to use sign language.

Now they are

productive

and socialize

among

They will be clear about their goals.

They feel

optimistic and

positive after

used this app

or software.

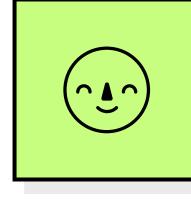
They will become a self motivated

Now they are forward in

decision making, and

will have fulfillment in

their experience.



**Positive moments** 

**Negative moments** 

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Always Appreciate them for participating any activities, win or

Make them happy and motivate when they lose or unable to participate any activities.

They get angry

when others

critize them

based on the

disability.

They feel delightful when they got suitable technology to use.

Quite

complicate to

use the

technology

initially

They enjoy during the time of realization that they start to cure.

To give motivational credits when they have done some steps.

They feel bad when the app or At times, battery may software get low then they feel response not irritated properly or

The software gives

message effectively. people. Interaction

> get slow during busy hours.

They get struggle or confuse if proper steps were not followed

Sometimes they must be patient to get text result.

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Awareness must be created among normal people that 'deaf and mute' are differently abled and are not disabled.

When they eagerly communicate with a

normal people

communication is

slow, so they feel that they don't want communicate.

Help them without any hesitation when they need any help. opportunity to use the technology or start the technology.

Create

At starting stage they gain opportunity by breaking the barrier to speak with the people.

Adapting to the

treatment to cure

them, tough to them

at the beginning.

opportunity for both educated and untutored people to access the whiteboard.

effectively.

This app is based on Al so that, every time the product learns itself to improve user environment.

Now they get wide range of opportunity and involve in development of society.

specilly abeld person wiil become empowered in this society.

They have chance to interact in the society without any boundaries.