

Project Design Phase-II Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID41611
Project Name	Project – Global Sales Analytics
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Customer requires sales insights from datasets	<div>We provide the features they require without any hassle</div> <div>we provide it at a competitive prices as well</div>	<div>when they obtain the insights from the visualisations</div> <div>when they are able to decide on the strategy based on the insights</div>	<div>they would find the insights provided as useful</div> <div>when the strategy they decide on is successful</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>problems with the dataset format</div> <div>lack of insights provided</div>	They need proper registration and hassle free process	They need easy and understandable UI	they need a way to share the dashboards to others
Touchpoint What part of the service do they interact with?	interaction is by logging in and uploading dataset	they interact with the logging in for registration	<div>they will interact through ibm cognos analytics</div> <div>They will be able to view and interact with the dashboards</div>	they will be able to share the dashboards
Backstage				