


PROJECT DESIGN PHASE II


CUSTOMER JOURNEY

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	Entice	Enter	Engage	Exit	Extend
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?	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 Smart For resolving the customer long problems Self resolving for a Specific Problem	Making an issue Making an issue Bringing a Unsolvable Problem Bringing a Unsolvable Problem	Waiting for the Response Taking time for the Agent to Respond Demanding Response to receive the response Waiting for the Smart agent's response	Closing the ticket Providing the Ticket Closing Completing closing the ticket after solving Offering closing ticket or closing the issue, consuming leads	
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 Chatbot, Email Support	Customer and Administrator Service Application Chatbot, Email Support	Customer and Agent Customer Chat Email Notification	Customer Administrator and Agent Customer Case Application Ticket Closing	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problems to be solved 24/7 Support	Fast Resolution and Time Management Proactive Support from Application	Solving the issues on time Always Support	Managing time for Accurate Response Proactive Navigation	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Responsiveness Responding to Customer	Most Experienced Agents	Managing the Validation of Customer time	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Time as Ticket closing to ticket closure	Missing from Customer Tickets	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Automated Routing Direct Response Automated Ticket Closing	Automated Navigation Routing Ticket Responding	Time Consuming Ticket Creation Direct Responding	Automated Ticket Closure Automated Routing System Follow Up Live Monitoring	

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