TEAM ID: PNT2022TMID17956

PHASE What are the high-level phases across the customer journey?	PURCHASE PURCHASE RECOMMEND RECOMMEND SELECT SALES MARKET A SELL SUPPORT & SERVICE MAINTAIN SUPPORT & SERVE USE RESEARCH 1 NEED RECEIVE	DISCOVERY	REGISTRATION	LOGIN	FIRST USE	SHARING	
ACTIONS What are the actions taken by the customer?		Sellers who would like to enhance their salse find about the software	Inorder to use this dashboard, the customer creates their own account	User logs in with their newly created account	The user makes use of the analysis provided to discover ways to improve sales figures	The user generates a report about their sales figures for future reference	
NEEDS AND PAINS What does the customer want to achieve or avoid?		Enough people must get to know about the existence of the software	The registration process must be quick and easy	The login should be clear about what is happening i.e., logged in or invalid user, etc,.	The UI must be user friendly	The user must be able to generate their report in a hassle free and understandable format	
TOUCHPOINTS What channels does the customer use to reach you?		Access software	Registration Form	Login Window	Tools available on the dashboard	Generate report button	
What attitude or emotion does the journey evoke?	NGS	Thrilled	Learning how to use	Excited	Delighted	Happy	
OPPURTUNITIES What are the steps taken internally to support the customer behavior?	-0-0-0-	People get to know about the software	New users arrive	Users start using the software	Users discover new ways to enhance sales	Users fulfill their needs	
SYSTEMS + TOOLS What systems and tools are used to deliver the experience?			SYSTEMS + TOOLS		SYSTEMS + TOOLS	SYSTEMS + TOOLS	
ATTITUDES + EMOTIONS What attitude or emotion does the journey evoke?			ATTITUDES + EMOTIONS		ATTITUDES + EMOTIONS	ATTITUDES + EMOTIONS	