Project Design Phase-II Customer Journey Map Team ID - PNT2022TMID04475 **SCENARIO** Browsing, booking, **Entice Exit Enter Extend** Engage attending, and rating a local city tour What do people What happens after the How does someone What do people In the core moments experience is over? initially become aware typically experience in the process, what experience as they as the process finishes? of this process? begin the process? happens? Raising a ticket What does the person (or group) typically experience? Bringing a problem to be resolved ticket is unsolved for Interactions Dashboard What interactions do they have at Customer email each step along the way? People: Who do they see or talk to? Email support Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Rapid action better? What ideas do we have? What have others suggested?