CUSTOMER JOURNEY MAP

TEAM ID:PNT2022TMID18386

SCENARIO

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

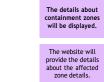
What does the person (or group) typically experience?











Feedback needs to collected

Logout of the website The user exits after receiving the necessary details.





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?





Goals & motivations

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



Asking the details of the users.

The user credentials should be collected only on their approval



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?



The response time from the server to load the page is high.



Areas of opportunity

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



How many users can login and use the website at the same time?



