Customer experience Journey map

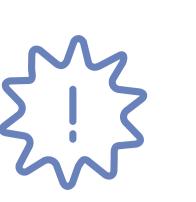
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



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?



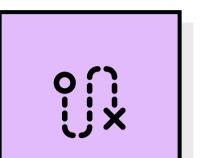
Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



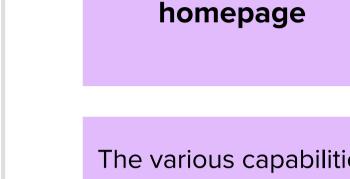
Steps

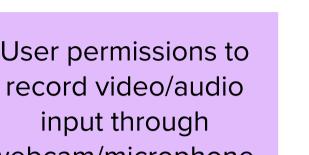
What does the person (or group) typically experience?



platforms, sponsored ads







First time users need to create an account and Users need to select either of the modes that are available for further progression.

Select the user mode(normal/specially abled)

The user talks using the microphone and the voice input is recorded for transformation to sign language

Capture the video through the webcam(Specially abled)

delivered to the user

Receive the

appropriate output(hand

Based on the user feedbacks and ratings obtained further improvements for easier interaction and usage are

Provide feedback

User feedbacks are Users can logout out

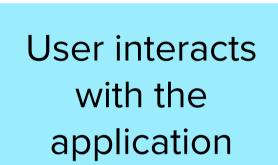
Users can provide customizations for gesture recognition



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?



account in the web application using

User allows camera and a mode will be

experience on a scale from 1-5. This performance of the application can be assessed this way.

Users have the



Goals & motivations

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

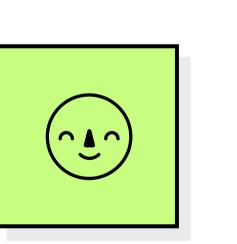
normally.

Help me in creating an account and using the various features of the application.

video or audio recording.

Help me to log out

Help me achieve



Positive moments

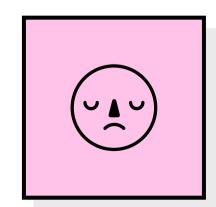
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Interacting with similar people in awareness programmes.

application with smootl User Interface while

Ease of using the features.

Regular updates of the application in accordance with



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

and have to enter the

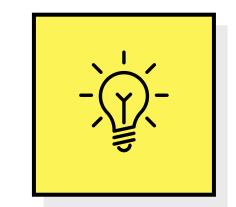
process for the users.

If access permissions are denied by mistake, it will

Lack of webcamera or less pixelated video will delay the process or return wrong input.

Sometimes session out can occur before

feed-back.



Areas of opportunity

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