

Journey Steps Which step of the experience are you describing?	AWARENESS		CONSIDERATION	DECISION		SERVICE
Actions What does the customer do? What information do they look for? What is their context?	hear from friends see online see social media campaign		conduct research on software view pricing by comparing compare features	Make a purchase Try it out (other IT suits)		Receive the service contact to customer service Read and study product documentation
Touchpoint What part of the service do they interact with?	Using traditional media Word of mouth social media		Using traditional media Word of mouth	Website Local system Web camera		Machine learning (ML) CRM model OpenCV
KPI's	Number of people reached		new visitors	conversion rates software sales in online		Software review Customer service success
Customer Feeling	Interested Hesitate		curious Excited	Excited		Satisfied
Backstage						
Opportunities What could we improve or introduce?	We can have marketing		Maintain customer	Make a strong		make a online development
Goals	Increase awareness		Increase visitors	Increase conversion rate		Minimize wait time

customer journey map: Real time communication system  
powered by AI for specially abled person