


# PROJECT DESIGN PHASE II

## CUSTOMER JOURNEY


### Customer Journey Map Statement:



### Customer 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.

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Document an existing experience					
Narrow your focus to a specific scenario or process within an existing product or service. In the <b>Steps</b> row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.					
SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps	Search for Support Browse for Knowledge/How to Book Fix existing the customer facing problem Get working for a Specific Problem	Booking on line Booking on house Browse for Knowledge/How to Book Browse for Knowledge/How to Book	Waiting for the Response Waiting time for the Agent to Respond Receiving the Response Waiting for the Specific agents response	Closing the ticket Facilitate the Ticket Closing Completing closing the ticket after solving Other solving that is closing the time consuming ticket	
Interactions	Customer Dashboard of the Application Online Email Support	Customer and Administrator Screen Application Online Email Support	Customer and Agent Customer Care Email Notification	Customer Administrator and Agent Customer Care Application Ticket Closing	
Goals & motivations	Problems to be solved 24/7 Support	Fast Booking and Ticket Manager Flexible Support from Application	Solving the problem on time Virtual Support	Managing time for Accurate Response Flexible Navigation	
Positive moments	Solution received at a quick response	Working Responsibly to Customer	Well Organized Agents	Managing the Utilization of Customer time	
Negative moments	Delayed response	Not Responding	Time out Times causing to have to chat	Making Time Customer Ticket	
Areas of opportunity	Automated Booking Delayed Response Automated Ticket Closing	Automated Navigation Mapping Ticket Responding	Time Consuming Ticket Evaluation Quick Responding	Automated Ticket Closure Automated Booking System Follow Up Case Monitoring	

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Maximum Marks	2 Marks

