

# PROJECT DESIGN PHASE -II

## CUSTOMER JOURNEY MAP

**Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

**What are their key goals and needs?**

- Equal opportunities for employment
- Appropriate and Accessible Health Care
- Opportunity to get quality education in line with their unique needs.

**What do they struggle with most?**

- Access to adequate resources and resources
- Poor implementation of policies and schemes
- Stereotyping, stigma, and discrimination

**What tasks do they have?**

- Struggle with decision making
- Maintenance of Dignity and self-worth
- Promoting self-care and independence

Journey Steps	Discovery	Registration	Onboarding and First Use	Sharing
Which step of the experience are you describing?	Why do they even start the journey?	Why would they trust us?	How can they feel successful?	Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<ul style="list-style-type: none"> <li>To reduce their disabilities</li> <li>To satisfy their life</li> </ul>	<ul style="list-style-type: none"> <li>Software for the system</li> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> </ul>	<ul style="list-style-type: none"> <li>Image recognition for people with a visual impairment</li> <li>Facial recognition for people with a visual impairment</li> <li>How would design the product to be usable</li> </ul>	<ul style="list-style-type: none"> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> </ul>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrative.	<ul style="list-style-type: none"> <li>Repetitive attitudes held by the families of the physically at risk</li> <li>Full access to the environment</li> </ul>	<ul style="list-style-type: none"> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> </ul>	<ul style="list-style-type: none"> <li>Text navigation for people with a mental impairment</li> <li>Text navigation for people with a mental impairment</li> <li>Text navigation for people with a mental impairment</li> </ul>	<ul style="list-style-type: none"> <li>Text navigation for people with a mental impairment</li> <li>Text navigation for people with a mental impairment</li> <li>Text navigation for people with a mental impairment</li> </ul>
<b>Touchpoint</b> What part of the service do they interact with?	<ul style="list-style-type: none"> <li>Technology based services they are used</li> <li>How would design the product to be usable</li> </ul>	<ul style="list-style-type: none"> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> </ul>	<ul style="list-style-type: none"> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> </ul>	<ul style="list-style-type: none"> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> <li>How would design the product to be usable</li> </ul>
<b>Customer Feeling</b> What is the customer feeling? Tip: Use the emoji app to express more emotions	😊	😊	😊	😊
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	I thought about it, one day technologically-advanced cane was	If a dead-blind/mute individual wanted to speak to someone hearing/sighted/verbal	improving public transportation and ramping up	Furthermore, it could maybe even help indirectly/directly print out Braille Alphabet cards to anyone not fluent in Pro-tactile American Sign Language. That or it also
<b>Process ownership</b> Who is in the lead on this?	Technology based services	Technology based services	Technology based services	Technology based services

**Outcome**

Describe how the life and environment of the customer changes once they used the product or service.

**What are they able to do now?**

- Physically at risk people now include in all activities such as politics, etc.
- People with disabilities have equal rights in our society
- They participate in every activities as like normal human

**What can they finally avoid doing?**

- They are facing social hurdles in the form of prejudice and exclusion.
- Physically at risk people make devastating themselves
- They remove the negative attitudes towards disabilities among society

**What changed in my environment?**

- Always ask before giving Assistance
- avoid showing any of being patronizing
- That everyone of you would like to be treated