

# Project Design Phase II

## Customer Journey Map

Date	19 September 2022
Team ID	PNT2022TMID39499
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

### 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.

Credited in partnership with  
 Product School

[Share template feedback](#)

**Document an existing experience**

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO Browsing, looking, 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?
<b>Steps</b> What does the person (or group) typically experience? 1. Searching for a local city tour 2. Selecting a tour 3. Booking a tour 4. Attending the tour 5. Rating the tour	<b>Search for Support</b> Researching local city tours Selecting a tour Booking a tour	<b>Entering the Process</b> Booking a tour Attending the tour Rating the tour	<b>Engaging in the Process</b> Attending the tour Rating the tour Booking a tour Attending the tour Rating the tour	<b>Exiting the Process</b> Booking a tour Attending the tour Rating the tour Booking a tour Attending the tour Rating the tour	<b>Extending the Process</b> Booking a tour Attending the tour Rating the tour Booking a tour Attending the tour Rating the tour
<b>Interactions</b> 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?	Customer Customer Care Representative Customer Care Representative	Customer and Representative Customer Care Representative Customer Care Representative	Customer and Representative Customer Care Representative Customer Care Representative	Customer and Representative Customer Care Representative Customer Care Representative	Customer and Representative Customer Care Representative Customer Care Representative
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me," or "Help me avoid...")	Problem to avoid "I need help"	User Research and User Feedback User Research and User Feedback	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Selecting a tour Booking a tour	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Selecting a tour Booking a tour	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support	Working for the benefit of the user All User Support
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Automated Booking Automated Booking Automated Booking	Automated Booking Automated Booking Automated Booking	Automated Booking Automated Booking Automated Booking	Automated Booking Automated Booking Automated Booking	Automated Booking Automated Booking Automated Booking