# **Team ID: PNT2022TMID36981**

# Customer Journey Map

SCENARIO

customer journey map



procedure?

**Enter** 

 $\rightarrow$ 

What feelings do people have as the procedure starts?

**Exit** Whatnormally happens as the procedure is completed?

**Extend** 

After the event is over, what happens?



#### **Steps**

What regular experiences does the person (or group) have?

**Engage** 

the process?

What takes place at

the crucial stages of



#### Interactions

What encounters do they have along the route at each stop?

**People:** Who do they interact with or see?

Places: Where are they?

■ **Things:** What digital touch points or physical objects would they





#### **Goals & motivations**

What is the person's main objectiveordrivingforceateach ("Helpme," "Avoidme," or "Help



#### **Positive moments**

What actions are typically joyful, fruitful, entertaining, inspiring, lovely, or exciting?

People adore the journey itself, and they are completely



### **Negative moments**

Whatactionswouldatypical person find difficult, annoying, upsetting, expensive, or timeconsuming?

Anxiety regarding the purchase ("I hope it will be worthwhile!")



## Areas of opportunity

How can we improve each step? What concepts exist? What have others suggested?



