


Project Design

Phase II Customer Journey Map


Team ID	PNT2022TMID19608
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.

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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 **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Scenario Browsing, booking, 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 of the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience? <ul style="list-style-type: none"> Search for Request Browse for Knowledge Based Data For meeting the customer being problem Get knowledge to a Specific Problem 	<ul style="list-style-type: none"> Search for Request Browse for Knowledge Based Data For meeting the customer being problem Get knowledge to a Specific Problem 	<ul style="list-style-type: none"> Rating on Issue Rating on Issue Rating on Issue Rating on Issue 	<ul style="list-style-type: none"> Waiting for the Request Taking Care for the Request Waiting for the Request Taking Care for the Request 	<ul style="list-style-type: none"> Waiting for the Request Taking Care for the Request Waiting for the Request Taking Care for the Request 	
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<ul style="list-style-type: none"> Customer Business Case Application Customer Case Support 	<ul style="list-style-type: none"> Customer and customer Service Application Customer Case Support 	<ul style="list-style-type: none"> Customer and agent Customer Case Customer Case 	<ul style="list-style-type: none"> Customer and agent Customer Case Customer Case 	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "help me avoid...") <ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? <ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming? <ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? <ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	<ul style="list-style-type: none"> Request on Issue Get Request 	