

## Customer experience 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.

Created in partnership with







## Real Tme communication for Al Specially Abled

Scenario  Browsing,registering,plan selection,processing,rating	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?
Steps What does the person (or group) typically experience?	Search for websites or apps  Visit websites or app  View all the options  People with disability can search for websites or apps  They will visit the websites one by one  people will view all the options present in the app/website  Refer the plans for subscription	Start purchase of a plan  Complete payment information  Customer go through the plan and select a plan  They will fill the credit card information or UPI  Confirm payment and book plan  They see summary of the plan they selected and confirm  They see summary of the plan they selected and confirm  An email is immediately send to the customer and ask for verification  Customer werification  Customer verify the email	Capturing image Clarity of latest objects and upload Content  After taking the image user checks the clarity of the picture is not good the objects  The objects of the objects	Leave the website or app  After the object showing error the app will logged out  After the review  After the first usage an email wites a review and give star rating out of 5	After the first usage the user will be shown a pop up to recommend the app to their friends for more free usage
Interactions 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?	Click the URL of the website using view plan option  View plans of the website using view plan option  View all the options using required options by clicking the plans	By clicking the purchase button, user can navigate to purchase plans  User need to fill the confirm option in the mail  User need to click the confirm option in the mail  User need to click the confirm option in the mail  User need to click the confirm option in the mail	Capturing the image and verify its is shown with the exact content present in the real world objects  If the picture is not clear they can retake the image using retake button  If the picture is clear, they can upload the image using upload button in the interface	User can exit the app or website by back option two times  A review option is available in the text box and can select the number of stars	User can share the application using share option in the mail
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me for getting proper identification  Give the exact image present in the object	Confirm me for this plan  Help me get through this payment part without too much hassle  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  The provident that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next  Help me feel confdent that my purchase is fnalized and tell me what to do next	help me to get correct value of objects present in the fruit  help me feel good about this website and feel welcome  give the efficient website to recommend for others	Help me leave the app with good feelings and no awkwardness  Help me spread the word about a great app or website and feedback for one that was so good	Help me see what I ways to could be before doing next Help me see ways to enhance my new diet
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	This app is very user friendly  Beginners can easily interface is very simple  The user interface is very simple	Excitement about the fow is very bare-purchase ("Here we go!")  Current payment Very secured payment simple	The app is so good  It is very efficient  very quick in processing	Customer will leave this website with good impression  They feel great while leaving the website or app	We think people like these recommendations because they have an extremely high engagement rate
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Limited number of free trails  More adds poor people website  More adds can't use	Trepidation about the purchase ("I hope this will be worth it!")	People find it difficult to user forget to capture the image of the fruit daily  Some times user forget to capture the image of the fruit	People describe leaving a review as an arduous process  We have very low review rates (15% of people review experiences and tours)  Customers report feeling review fatigue	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	By giving adds in popular sites can bring the customer initially providing free access can give more customer rate	Giving guided video helps the user  Giving subscription for less cost		Giving review pop ups with reward is good	sending greetings daily to the user helps the customers satisfaction