

# Project Design Phase-II Customer Journey Map

Date	6 October 2022
Team ID	PNT2022TMID23882
Project Name	Real-Time Communication System Powered By AI For Specially Abled
Maximum Marks	4 Marks

## Customer Journey Map

2

### 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.

**TIP**  
As you add steps to the experience, move each these "How To" the left or right depending on the scenario you are documenting.

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 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?	THROUGH ADVERTISEMENT Customers learn to know about it mainly through the advertisement. INTERESTED Customers learn through various social media of the product. APPS Customers register through app and get access of the product. RECOMMENDATION Customers gain awareness through family, media and regular customers.	START USING THE APP After looking to choose the tour, they start using the app. REGISTERING THE APP They fill out their details, phone number, and email. FINAL CONFIRMATION After filling out the details, they receive the high confirmation.	COMMUNICATION WITH FRIENDS/FAMILY Using the social communication with friends and family who are already using the app. COMMUNICATING AND CONNECTING AGAIN Early communication with friends and family who are already using the app. EXPERIENCE THE APP Customer experience the app and discover their feedback.	FILLING THE FEEDBACK FORM After using the app, customer fills the feedback form. RATING THE APP Customer rates the app based on their performance. FILLING THE REPORT Customer track any feedback and report their problems.	VERIFYING THE APP AGAIN If customer is satisfied, they visit the app again. PERSONALIZED RECOMMENDATIONS Customer gets recommendations regarding related app. PERSONALIZED SUGGESTIONS Customer gets suggestions regarding related app.
<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?	People interact with others regarding the cost of the app. Performance of the app. Design of network. Whether available to remote areas. Available to every place. Early access. On-time service to customer.	They have to use for the app. They should check the performance. Checking of internet. Early accessible to that place. Early connected. Communication is smooth. Options available for communication. Easy usage of the app.	Payment process. Confirmation process. Email verification. Network availability. Using the option for messages.	Direct interaction through the app. Interaction through physical call. Interaction through email. Take place at same place. Take place at same place. Take place at same place. Options available for payment.	Recommendation. Support. Post purchase screen.
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me find app for communication for specially abled. Help me to find app with cost efficient. Accurate performance. Help me to find app use in remote areas. Help me to avoid with high budget.	Help me find app for communication for specially abled. Help me to find app with cost efficient. Accurate performance. Help me to find app use in remote areas. Help me to avoid with high budget.	Help me to find app for communication for specially abled. Help me to find app with cost efficient. Accurate performance. Help me to find app use in remote areas. Help me to avoid with high budget.	Help me to find app for communication for specially abled. Help me to find app with cost efficient. Accurate performance. Help me to find app use in remote areas. Help me to avoid with high budget.	Help me to find app for communication for specially abled. Help me to find app with cost efficient. Accurate performance. Help me to find app use in remote areas. Help me to avoid with high budget.
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is fun to read the content of the app. It is fun to watch operation video. Easy to use the app. Easy to interact.	It is fun to read the content of the app. It is fun to watch operation video. Easy to use the app. Easy to interact.	It is fun to read the content of the app. It is fun to watch operation video. Easy to use the app. Easy to interact.	It is fun to read the content of the app. It is fun to watch operation video. Easy to use the app. Easy to interact.	It is fun to read the content of the app. It is fun to watch operation video. Easy to use the app. Easy to interact.
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People experience information overload. Confused on the process step. Confused on using the app.	People experience information overload. Confused on the process step. Confused on using the app.	People experience information overload. Confused on the process step. Confused on using the app.	People experience information overload. Confused on the process step. Confused on using the app.	People experience information overload. Confused on the process step. Confused on using the app.
<b>Areas of opportunity</b> How might we make each step better? What does do we have? What have others suggested?	Show highlights. Show simple summary of the app. Show budget according to the value. People report the issue.	Show highlights. Show simple summary of the app. Show budget according to the value. People report the issue.	Show highlights. Show simple summary of the app. Show budget according to the value. People report the issue.	Show highlights. Show simple summary of the app. Show budget according to the value. People report the issue.	Show highlights. Show simple summary of the app. Show budget according to the value. People report the issue.