

Project Design Phase-II Customer Journey Map

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Project Name	Project – Real Time Communication System Powered by AI for specially abled

Template



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.

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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.

<p>SCENARIO</p> <p>Finding a solution for the impaired people (hear & speak) to communicate with other people</p>	<p>Entice</p> <p>How does someone initially become aware of this process?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Media/Social Marketing</p> <p>This mode of service can be known through media and spread the awareness among the people.</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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? 	<p>Get connected with people through communication</p> <p>Can be used as a real time communication elsewhere</p> <p>They use a smart phone to interact</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me to understand and feel what the other person says.</p> <p>Help me avoid depending/relying on someone's need</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>It is more convenient to use and it delivers the message accurately</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Proper knowledge of use and data scalability</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>By person-person interaction and spreading information of the feature</p> <p>Advertising the product in the market</p>

	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?
Release of Data version Users can try using the application beforehand to get the experience and getting it used get feedback from them.	Application package installation The user should download the open source application and install on the smart device.	User capture the hand-signs by camera through the application
	Start using the application when needed	The use of application should be with internet connectivity
	Switch to the mode of communication (Text or Capture)	
	Easy to access the content	Hassle-free process and user friendly
	Guides to use the application	
	Delivers the appropriate response as per the input given	Fast communication
	Simple UI is required	No complex functions and use
	A tutorial or a walkthrough to use the application	Help guide bot

TIP As you add steps to the experience, move each these "True Exit" the left or right depending on the scenario you are documenting.	
 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
Exit the application to stop using the service	User feedback is collected and a survey is done periodically
The service ends as the application is closed	Mutual understanding is achieved
Hassle-free experience in using the service	Users reviews and feedback helps to improve the further development of the service
Simple and easy facility	User privacy is maintained
Proper termination of the service should be considered	Monitoring the security of the application and the user's data
A user guide to use the service is provided	A rating forum is given at the end of each complete communication.