

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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Team ID	PNT2022TMID34921
Project Name	IOT Based Safety Gadget for Child Safety Monitoring and Notification

Customer Journey Map

Customer Journey Maps connect companies with their audiences by narrating the customer experience. It can give an overview of the entire process, show how customers act, or identify key moments of interaction between the user and the organization. To create your own, think about your goal of teaching customers about your company.

	AWARENESS	CONSIDERATION	DECISION	RETENTION
ACTIVITIES	Blog posts and article	Free webinar and case studies	Product literature and landing pages	Online purchase
MOTIVATION	Social media and trend reports	Free samples and catalogues	Demo's and reviews	24 Hours working
EMOTIONS	Clarity about the gadget	Loyalty	Hopeful and customer service supprises	Eagerness about the product
BARRIERS	Poor advertisement	Weak offers and shipping information	Warranties and price options	Avoiding customer feedback