


Project Design Phase-II

Customer Journey Map

Date	17 October 2022
Team ID	PNT2022TMID11463
Project Name	Containment Zone Alerting Application
Maximum Marks	4 Marks

Customer Journey Map


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.

TIP
As you add steps to the experience, move about these "You do" the left or right depending on the scenario you are documenting.

SCENARIO Containment zone Alerting Application	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?	<div>Trying out the app</div> <div>Link available in app</div> <div>Read customer need to know about the app</div> <div>A customer requirement of the app</div>	<div>Creating an user id</div> <div>Getting into the application</div> <div>View their location</div> <div>The customer can see the app</div> <div>The customer can see the app</div> <div>The customer can see the app</div>	<div>View ready to use app</div> <div>Get access of user profile</div> <div>View user profile</div> <div>View user profile</div> <div>View user profile</div> <div>View user profile</div>	<div>Printout for Service</div> <div>Writing & sending email</div> <div>Background Monitoring</div> <div>Personalized recommendations</div>	
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?	<div>The user can see the app</div> <div>Getting recommendations</div> <div>Verification is done</div> <div>User can click the app</div> <div>Direct interaction with the app</div> <div>User can click the app</div>	<div>Direct interaction with the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div>	<div>The customer can see the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div>	<div>The customer can see the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div> <div>User can click the app</div>	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	<div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div> <div>Help me to find the app</div> <div>Alert user when they are in the app</div>	



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