

# Project Design Phase II

## Customer Journey Map

Date	18 September 2022
Team ID	PNT2022TMID40784
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

### Customer Journey Map Statement:

### Customer 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.

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? <div> <div>Search for Support</div> <div>Browse for Knowledge Base for Support</div> <div>No matching for customer inquiry problem</div> <div>Self-exploring for a Specific Problem</div> </div>	<div> <div>Search for Support</div> <div>Browse for Knowledge Base for Support</div> <div>No matching for customer inquiry problem</div> <div>Self-exploring for a Specific Problem</div> </div>	<div> <div>Reading on Issue</div> <div>Reading on Issue</div> <div>Struggling to understand Problem</div> <div>Struggling to understand Problem</div> </div>	<div> <div>Reading for the Response</div> <div>Waiting time for the Agent to Respond</div> <div>Receiving Response to Question the Response</div> <div>Waiting for the Specific Agent's Response</div> </div>	<div> <div>Closing the Issue</div> <div>Rating the Ticket Closing</div> <div>Complete closing the issue after rating</div> <div>After rating done, is closing the issue, continuing to rate</div> </div>	
<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?	<div> <div>Customer</div> <div>Dashboard of the Application</div> <div>Online Email Support</div> </div>	<div> <div>Customer and Administrator</div> <div>Search Application</div> <div>Online Email Support</div> </div>	<div> <div>Customer and Agent</div> <div>Customer Care</div> <div>Email Notification</div> </div>	<div> <div>Customer Administrator and Agent</div> <div>Customer Care Application</div> <div>Ticket Closing</div> </div>	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div> <div>Problem to be solved</div> <div>24/7 Support</div> </div>	<div> <div>Get Working and Time Management</div> <div>Online Support from Application</div> </div>	<div> <div>Waiting for the Response time</div> <div>24/7 time Support</div> </div>	<div> <div>Managed Email to Accurate Response</div> <div>Positive Navigation</div> </div>	
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div> <div>Quick response</div> </div>	<div> <div>Minimizing Responsibility of Customers</div> </div>	<div> <div>Quick Customer Support</div> </div>	<div> <div>Managing the Efficiency of Customer Care</div> </div>	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div> <div>Delayed response</div> </div>	<div> <div>Not Responding</div> </div>	<div> <div>Time and Time Management Issue</div> </div>	<div> <div>Missing from Customer Care</div> </div>	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div> <div>Automated Reply</div> <div>Online Support Automated Email</div> </div>	<div> <div>Automated Response/Reply</div> <div>Email Dependency</div> </div>	<div> <div>Time Dependency</div> <div>Online Response</div> </div>	<div> <div>Automated Email</div> <div>Minimized Browsing</div> <div>Quick Support from User Dependency</div> </div>	