Project Design Phase-2

Customer Journey

Date	27.10.2022
Team Id	B10-4A6E
Project Name	Project Assistance For Seniors Who Are Self-Reliant

Customer Journey:-

A journey map provides a holistic and graphical overview of the various touch points a customer has with a product or service. It pinpoints potential user experience, security and reliability issues; in addition to identifying the factors at each touch point that may lead to a positive or negative experience.

Journey maps help to minimize the odds of these issues occurring during design. They help software designers and their clients understand their user's experience at each step along the process and shift focus from operations to the user and explain the emotions behind each one of the actions they take.

Customer journey maps often expose pain points and opportunities for improvement in many other areas along the entire user journey – not just as it relates to software applications, but the process and overall customer service issues as well.

provide a point of reference to help fill in information that may be They spark discussions to help close knowledge gaps and missing inthe process. They also help inform valuable design decisions and can act as a catalyst for idea sharing and generation between teams and clients
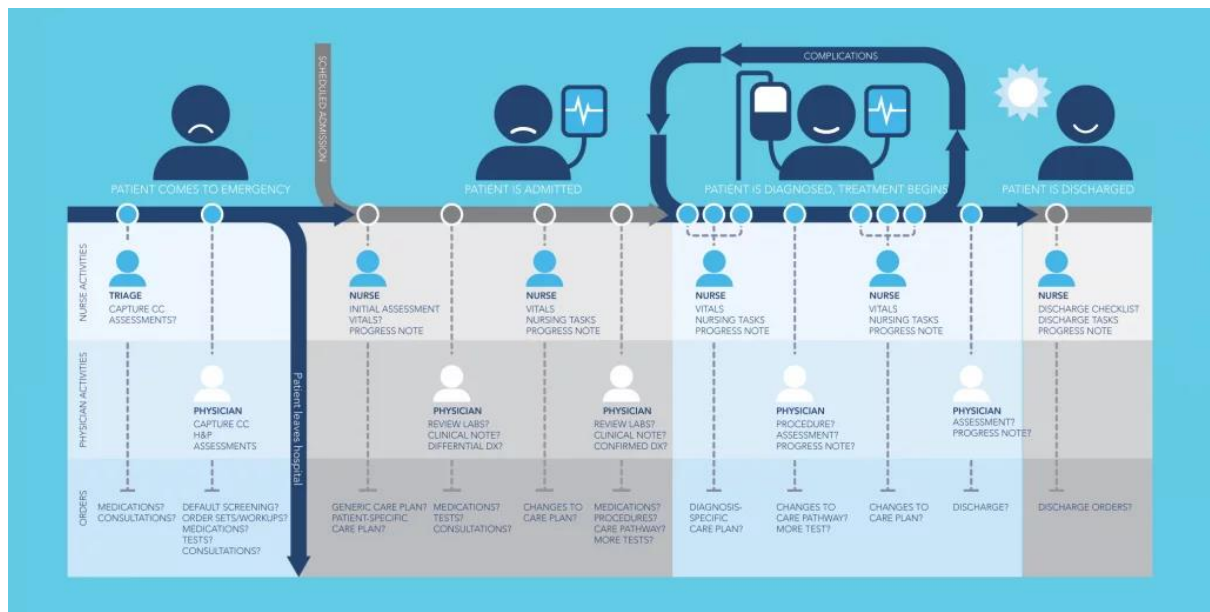
Example:-

Fig: Customer Journey