

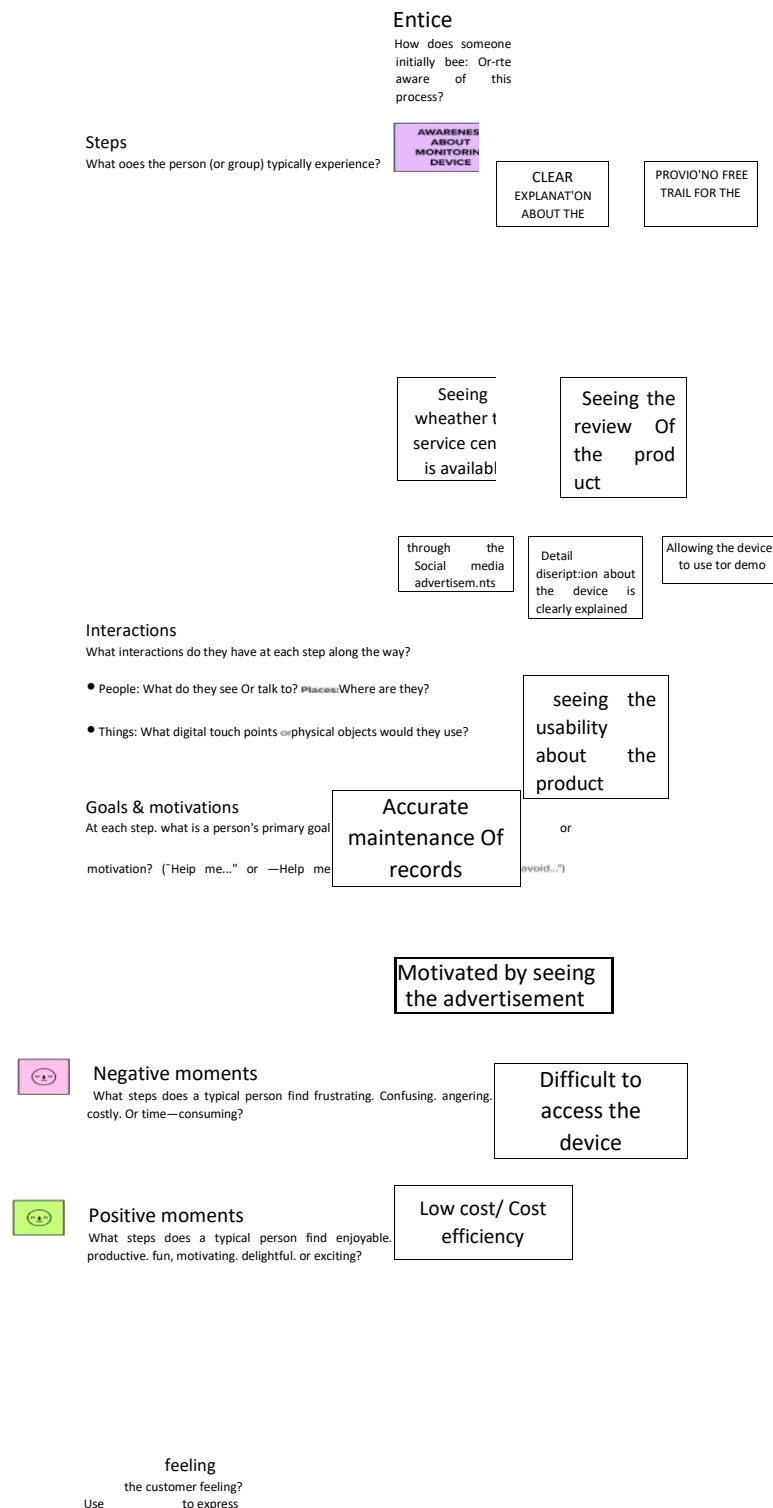
Project Design Phase-II

CUSTOMER JOURNEY MAP

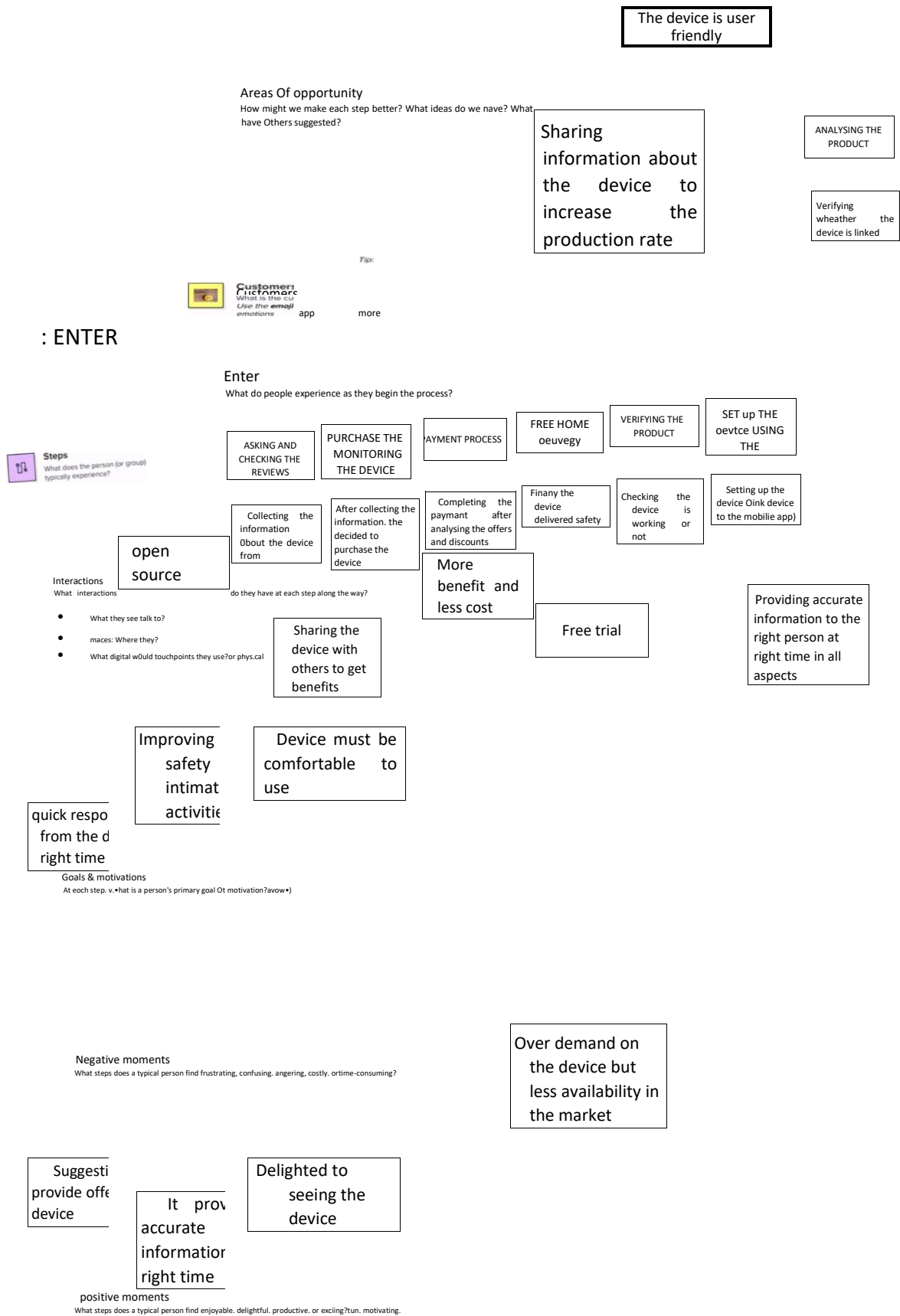
Date	16 October 2022
Team ID	PNT2022TMID43724
Project Name	PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

STEP 1 : ENTICE



STEP 2



STEP 3

Areas Of opportunity
How might we ideas make do each we have?isWp
better?
What nave othrs suggested?

Suggestior
improve
technology

Sugget the device
to be digitalized



Customers
What is the customer
Use the emoji app to
emotions

feeling

feeling? Fillia" to express

: ENGAGE



Engage

In the core
moments in the
process. what
happens?

Steps
What does the person (Or group) typically experience?



PILLS
REMAINDER

GPS TRACKING
AND
MOVEMENT
DETECTION

Monitoring usin
device such as
monitoring system
RATE. BP.
TEMPERATURE ,
monitoring the pill
other rnoving activ

By using this
rnonitoring
device the health
is maintained

Heart rate. BP.
body
temperature.ECG is
monitored and
notifies to doctor
caretaker the

When pms gets
over.
the app
automatically
notifies to
pharmacist and
to the

the situation by
monitoring the
routine and
movements

Interactions
What interactions do they have at each step along
the way?

- People: What do they see or talk to?
- maces: Where are they?
- What digital touchpoints or physical Objects
would they use?

Goals & motivations
At each Step. what a person's primary goal or motivation? CHelp me,• or •Help me avoie,•)

Monitoring using the
device such as health
monitoring
system,monitoring the pill
box and other moving
activities

Technology
developnent

Regular
rnonitoring Of
pills are avoided

feeling

the customer feeling?

Use to express

STEP 4

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, Or time-consuming?

NO to
Warranty
the
device

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, Or exciting?

By using the
product, the
device can access
at any where

Records are
properly
maintaining

Areas Of opportunity

How might we make each step better? What ideas

do we have?

What have others suggested?

Suggest to make
the device
available in online
marketing



Customers feel

What is the customer
Use the **emoji app**
emotions

Tim more



STEP 5

• EXIT

Exit

What do people typically experience as the process finishes?

Steps
What does the person group typically experience?



Feeling secure

Feeling independent

Feeling happy when the device is worked properly

struggling to take Of everyday task. Thus by using this device, these problems are reduced and independent

Submitting the review and giving star-rating out Of 5

Interactions
What interactions do they have at each step of the way?

- We: What do they see or talk to?
- Places: Where are they?
- What touchpoints or physical objects would they use?

Goals & motivations
At each step, what is a person's primary goal or motivation? Help or "Help me about"

Excited by seeing the device

Regular update of the device like version

Negative moments
What steps does a typical person find frustrating, confusing, angering costly, or time-consuming?

In device, one part is damaged it affects whole system

Positive moments
What steps does a typical person find enjoyable, fun, productive, motivating, delightful, or exciting?

Time consumption

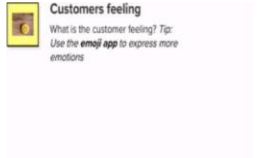
Helpline facilities

Areas of opportunity

feeling the customer use

How might we make each step better? What do we have? What have others suggested?

Suggest to update
the device



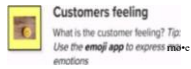
fun, motivating, delightful, or exciting?

: EXTEND

Steps
What does it feel like
person@group typically
experience?

Areas Of opportunity
How might we make each step better? What do we have? What have others suggested?

Interactions
What interactions do they have at each step along the way?
• People: What do they see or talk to?
• Places: Where are they?
• Things: What digital touchpoints or physical objects would they use?
What interactions does each step



Extend

What happens after the experience is over?



FEEL FREE

Goals & motivations
At each step, what is a person's primary goal or motivation?
• Help me avoid...

Sharing the information about the device with family members

Feeling safe, secure and comfortable

Using the product regularly

Sharing the information about the device

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or tiring?
consuming?

Promoting the device to reach the extent

Positive moments
What steps does a typical person find enjoyable, motivating?

Protect from dangerous

STEP 7

N
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r
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problems are reduced

ra e e **device**
for upcoming development
future

the pr
uggested in
th review



Effective and
Efficient

Happy when
health

CUSTOMER JOURNEY MAP



REFERENCE LINK:

<https://app.mural.co/invitation/mural/chamberofsecrets6096/1665478145802?sender=u73175aa>

[79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74](https://app.mural.co/invitation/mural/chamberofsecrets6096/1665478145802?sender=u73175aa79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74)