

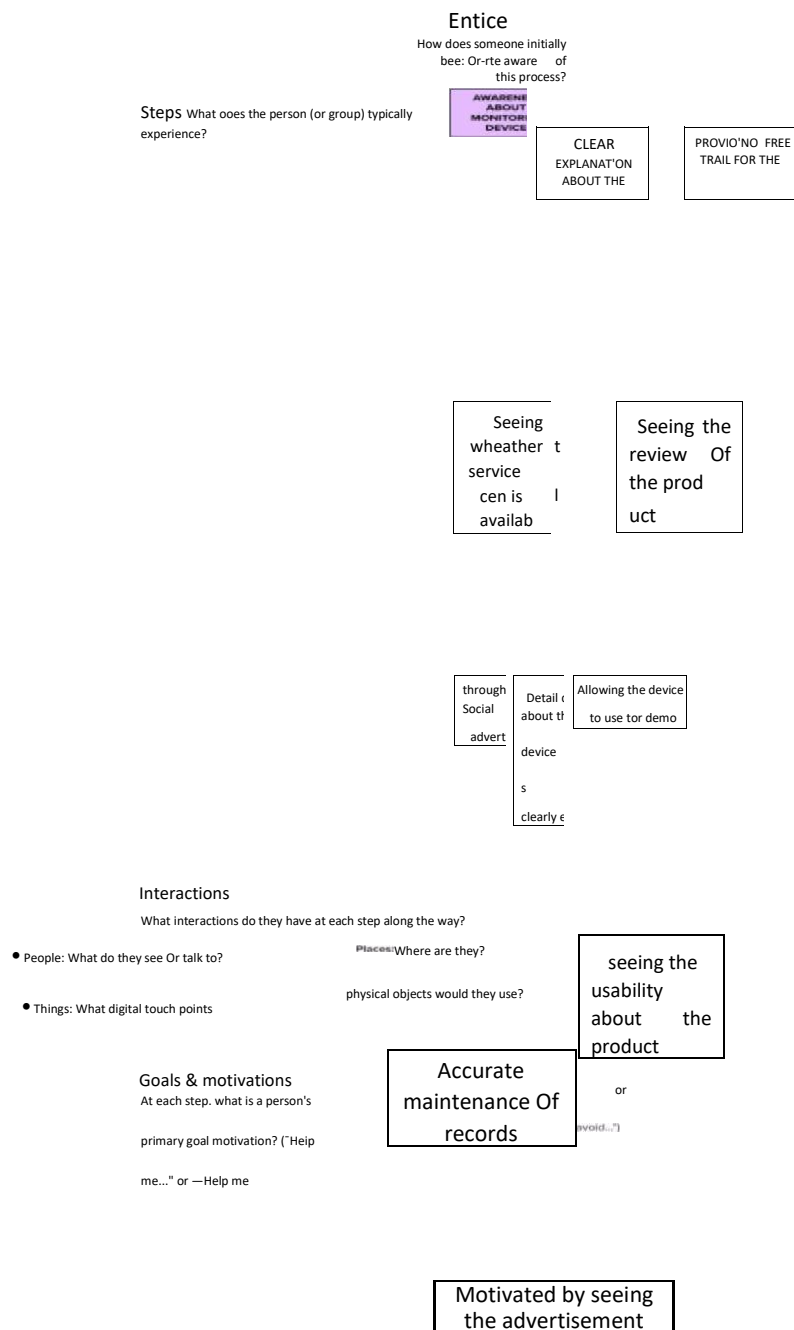
# Project Design Phase-II

## CUSTOMER JOURNEY MAP

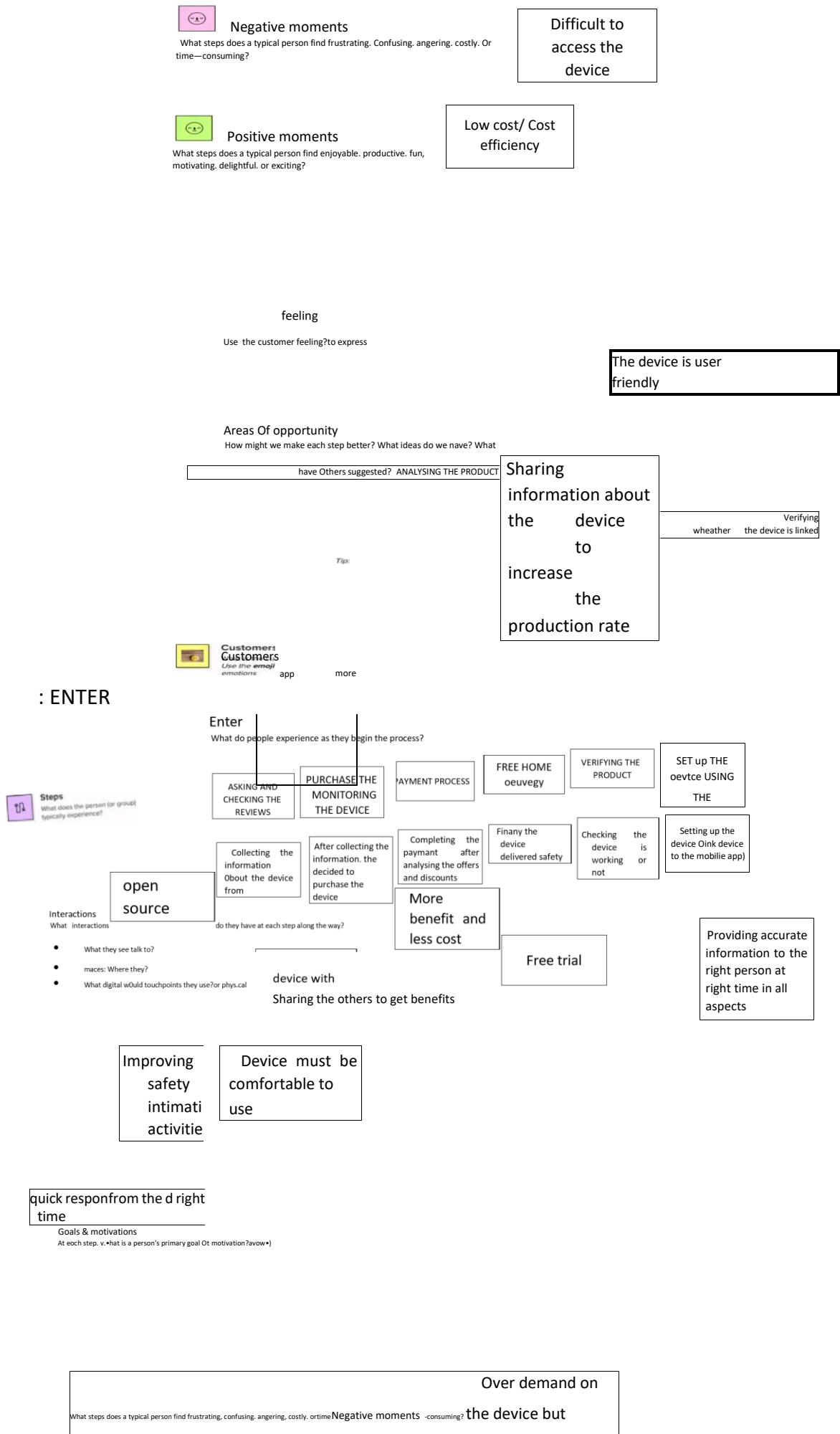
Date	16 October 2022
Team ID	PNT2022TMID43727
Project Name	PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT
Maximum Marks	4 Marks

### CUSTOMER JOURNEY MAP

#### STEP 1 : ENTICE



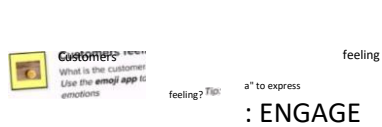
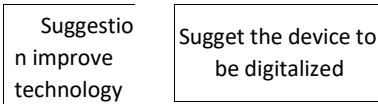
STEP 2



STEP 3



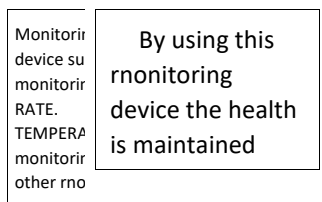
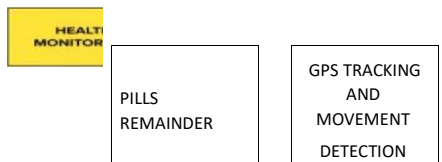
Areas Of opportunity  
How might we ideas make do each we have? sWp  
What have othrs suggested? better?



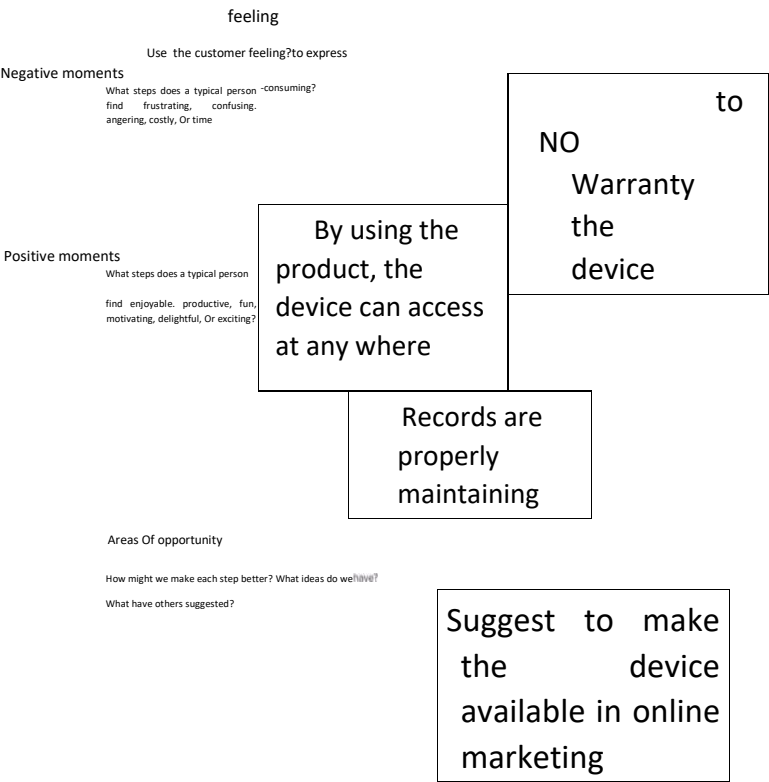
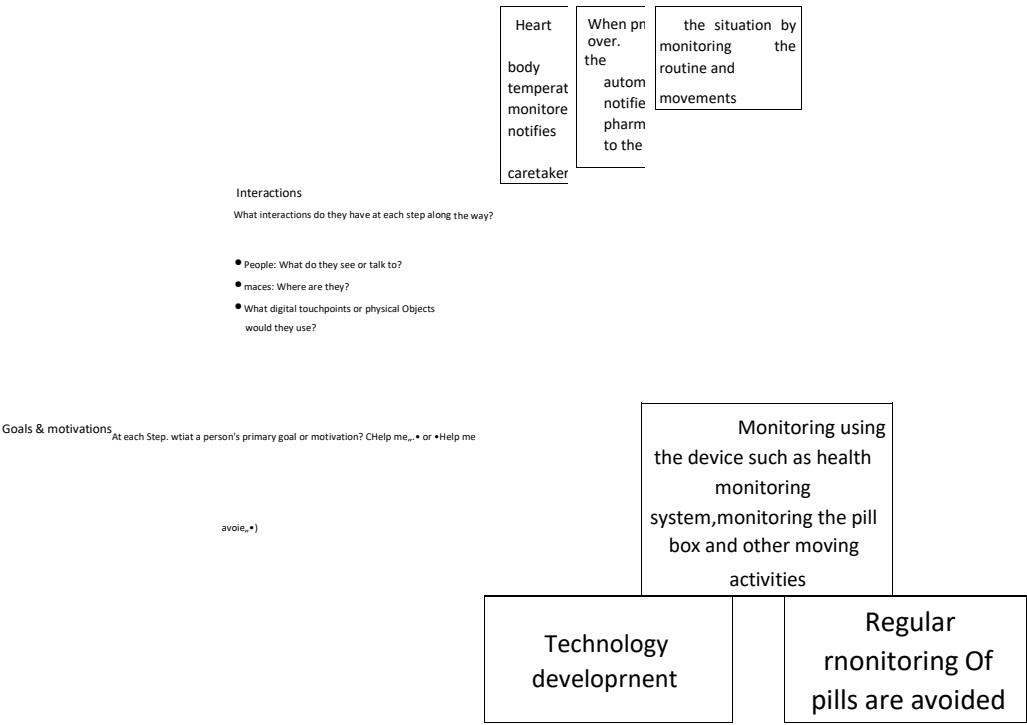
Engage

In the core moments in the process, what happens?

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

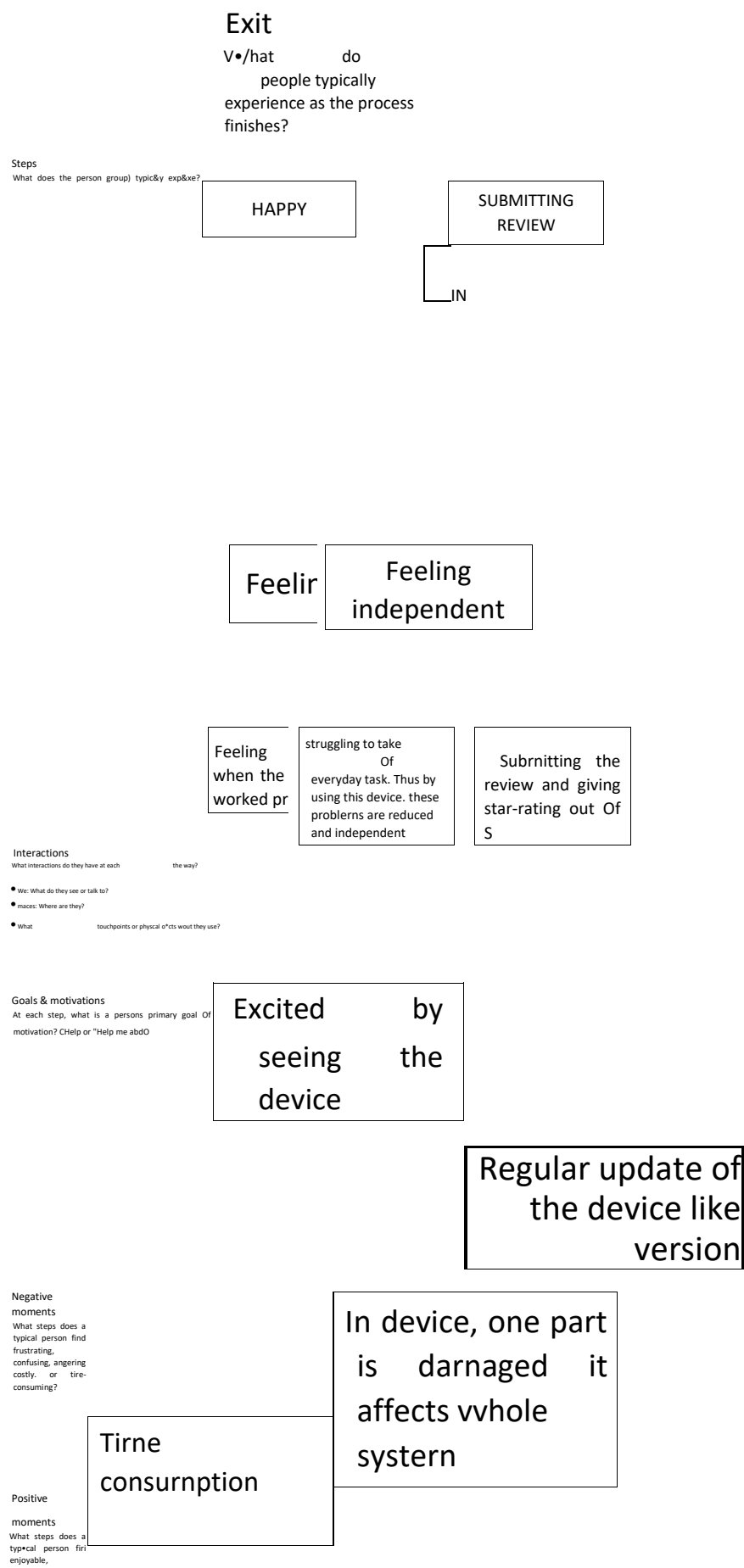


STEP 4



STEP 5

• EXIT



STEP 6

productive, motivating, delightfW. or exciting?fun,

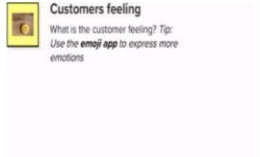
Helpline facilities

Areas of opportunity

the customer feeling  
use

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

Suggest to update the device



: EXTEND

Positive moments  
What steps does a typical

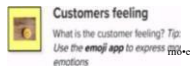
find  
person enjoyable, noative.

Steps  
What dies fie  
typically  
person@group) eveexe?

fun, motivating, delightful, or exciting?

Areas Of opportunity  
How much we make each step better? What 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?  
each step What interactions



Extend

Goals & motivations

person's  
At each step, what's a  
or help  
primary 908 me. or  
avoid...  
• Help me

experience is over?



FEEL FREE

Sharing the  
information  
the device  
bours. fri  
family m

Feeling safe, secure  
and comfortable

Using the  
product  
regularly

Negative moments

What steps does a typical person find frustrating, confusing, consuming, angering, costly, or tire-

What happens after the

Sharing the info

Information about the device

Promoting the device to reach the extent

Protect from dangerous

STEP 7

problems are reduced

raise the device for upcoming development

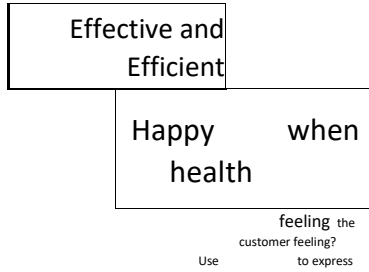
the progress suggested in the review



Non-structure  
non-orientation



f  
u  
n  
d



## CUSTOMER JOURNEY MAP





REFERENCE LINK:

<https://app.mural.co/invitation/mural/chamberofsecrets6096/1665478145802?sender=u73175a>

[79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74](https://app.mural.co/invitation/mural/chamberofsecrets6096/1665478145802?sender=u73175a79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74)