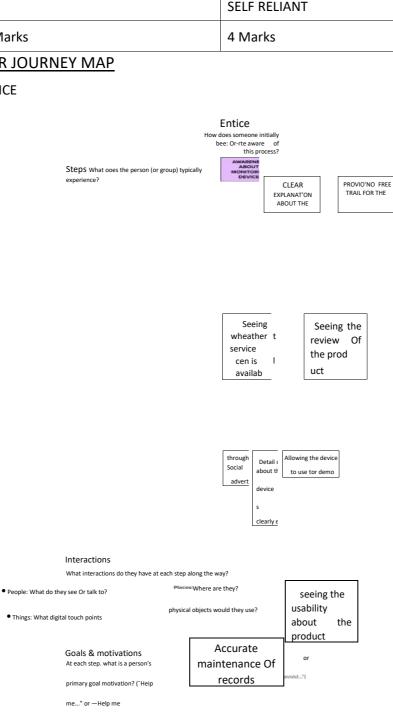
Project Design Phase-II **CUSTOMER JOURNEY MAP**

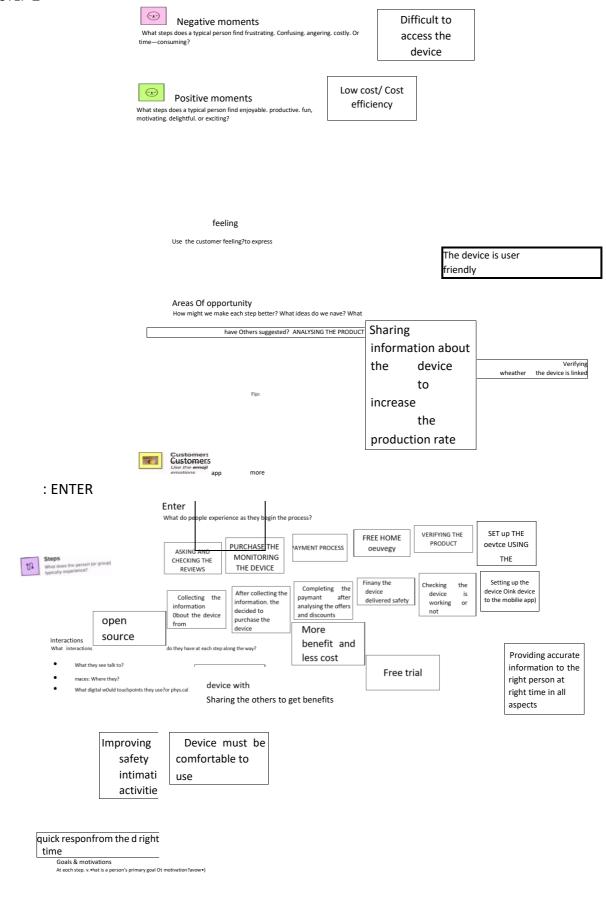
Date	16 October 2022
Team ID	PNT2022TMID43727
Project Name	PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT
Maximum Marks	4 Marks

CUSTOMER JOURNEY MAP

STEP 1: ENTICE



Motivated by seeing the advertisement



Over demand on

 $\label{thm:linear_equal_to_the_problem} What steps does a typical person find frustrating, confusing, angering, costly, or time Negative moments -consuming? the device but$

less availability in the market

Suggest i provide offe device

It provaccurate information right time

Delighted to seeing the device

positive moments

What steps does a typical person find enjoyable. delightful. productive. or exciing?tun. motivating

Areas Of opportunity

How might we ideas make do each we have?sW

What nave othes suggested?bettet

Suggestio n improve technology

Sugget the device to be digitalized



eeling? Tip:

" to express

: ENGAGE





Engage

In the core moments in the process. what happens?

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

HEALTI

PILLS REMAINDER GPS TRACKING AND MOVEMENT DETECTION

Monitoria device su monitoria RATE. TEMPERA monitoria other rno

By using this rnonitoring device the health is maintained

Heart when pn over. the autom notifies notifies caretaker when pn over. the autom notifies to the caretaker the situation by monitoring the monitoring the movements movements 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

Goals & motivations At each Step. witat 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 development

Regular rnonitoring Of pills are avoided

feeling

Use the customer feeling?to express Negative moments What steps does a typical person -consuming? find frustrating, confusing. angering, costly, Or time to NO Warranty By using the the product, the device find enjoyable. productive, fun, motivating, delightful, Or exciting? device can access at any where Records are properly maintaining

Areas Of opportunity

How might we make each step better? What ideas do wehave?

What have others suggested?

Suggest to make the device available in online marketing





. • EXIT

Exit V•/hat do people typically experience as the process finishes? Steps What does the person group) typic&y exp&xe? HAPPY SUBMITTING REVIEW IN

Feelir Feeling independent

Feeling when the worked pr struggling to take
Of
everyday task. Thus by
using this device. these
problerns are reduced
and independent

Subrnitting the review and giving star-rating out Of S

Interactions
What interactions do they have at each the way?

- We: What do they see or talk to
- maces: Where are they?
- What touchpoints or physical o*cts wout they use

Goals & motivations
At each step, what is a persons primary goal Of
motivation? CHelp or "Help me abdO

S

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 of tre-consuming?

Tirne

consuming?

Tirne

consurroption

Positive

moments
What steps does a

In device, one part is darnaged it affects vvhole system

Helpline facilities

Areas of opportunity

the customer feeling

use

Suggest to update the device





: EXTEND

Positive moments What steps does a typ•cal

find person enjoyable. nouctive.

Steps What dies fie

fun. rnotivatjng, delightful. or exciting?

person@group) eveexe?

Areas Of opportunity
Hew moht we rr*e each step better? What we have? What have ottws suggested?

Interactions

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

- Things: What digital touchpoints physical objects would they use? each step What interactions



Extend

Goals & motivations

person's At ech step. what S a

experience is over?

FEEL FREE

Sharing t informat the devic bours.fri

Feeling safe, secure and comfortable

family m Using the product

Negative moments What steps does a typical persm fmd frustrating, confusing, consumir,g? angering, costty, or tire-

regularly
What happens after the

STEP 7

f u n



CUSTOMER JOURNEY MAP

















REFERENCE LINK:

 $\underline{https://app.mural.co/invitation/mural/chamber of secrets 6096/1665478145802? sender = u73175aa$

79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74