CUSTOMER JOURNEY MAP

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps — What does the person (or group) typically experience?	**Learn to use the system with the help of another person** — The disabled person must learn to use the designed system with the help of a trained person. / **Recommend to a person with disability** — The application must be recommended to this disabled people for their betterment in the society.	**Can identify every objects surrounding the person** — The user will be able to identify the objects in the surroundings without the help of others. / **Easy accessibility** — The application is simple to use and it is easily accessible by the user. / **Reduced inferiority complex** — The user will become more confident and take necessary action in the required situation.	**Makes life easier** —	**Feel more confident** — The user gains self confidence while themselves.	**Satisfaction of the user** — The user will be able to overcome the barriers present in the society.
Interactions — 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?	**Register for the application** — The user can register in the application via e mail id.	**Include the trained folders** — The data that are necessary frequently must be added as it helps in image recognition	**Helps in object detection** — Helps the user to detect the objects present within 30 cm distance. / **Detects location** — Helps to detect the location of the user with the help of GPS.	**Impact of technology** — The user gains more benefits from his of technology	**More interactive** — The user gets more interactive with their surrounding environment.
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	**Sustain on their own** — Helps the user to be less dependent on others.	**Recognition** — Helps the user in recognition of the trained data	**Image processing** — Helps in the processing of the recognized image / **Safety** — The user feels more secure with their surroundings.	**Get used to technology** — The user gets more comfortable with the technology	**Independent** — The user becomes independent as they require less help from others.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	**Motivation** — The user feels motivated.	**Self confidence** — The user gains self confidence as they can manage alone	**Safe and secure** — The user feels more secure with their environment.	**Knowledgeable** — The user gets to know more about the technologies present for the disabled.	**Less dependence** — The user will become less dependent on other people. / **Confident** — There will be increase in his confidence and decrease in the inferiority complex of the disabled.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	**Improvement in the application website** — Improving the application and the user interface. / **Customer care** — Providing customer care and better services.	**Recognition of every data** — Can be improved to detect not only the trained data but every data using AI	**Finds solution** — Provides more solutions to the problems faced by the disabled	**Ensuring security** — Providing more secure options for the users to be not dependent on others.	**Accuracy** — Improving the accuracy in image recognition