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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Customer experience journey map**  A customer journey map is **a visual storyline of every engagement a customer has with a service, brand, or product**. The creation of a journey map puts the organization directly in the mind of the consumer, so they can see and understand their customer's processes, needs, and perceptions.  This is a textbox...    **[Share template feedback](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)** | **Customer Care Registry**  Project Design Phase - II | Customer Journey Map Team ID - PNT2022TMID43088  Date - 07 October 2022 | | | | | | | |
| **Scenario** | | | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |
| Registerin ticket, ask applicatio | g, logging in, creating a ing queries and using the n |  |
| **Steps**  What does the person (or group) typically experience? | | | **Through our Through their Through good word**  **website friends of mouth Find it themselves**  Customers visit our They see their As our service is After finding website and see the friends use our excellent in class, it's irreverent reviews in other good customer application for natural that good word the e-commerce  reviews clarifying the queries of mouth spreads websites | **Register in the Login to the**  **application application Forget password?**  Registering in our Login into the In case the customer application, by using application, to access forgot either the email their email and a the dashboard using or password, can reset  unique password email and password the password also | **Access the**  **dashboard Create a ticket Update Password Address Column Notifications Support**  Customer can see all Customer can raise a Customer can Customer can have one- Customers can see Customers can give the tickets raised by ticket with a detailed update the existing to-one conversation with the in-app feedback about the his/her in the description of his/her password the agent to clarify the notifications sent to application  dashboard query query them | **Feel satisfied Rates the experience**  Customer feels Rate the overall satisfied after the experience with the query has been agent  clarified | **Posts online Tells friends Good word of mouth**  Customer posts his Customer tells his Friends of customers feelings/experience friends and families hear the good deeds  in online about the and start using the  experience application |
| **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? | | | Through website Through friends Through good word Through Google  of mouth  Through their families and friends | They interact with They interact with They interact with the sign up page to the Watson assistant, the forget password fill in all the details incase they need form to reset the  any help password | Interact with the Ask questions with Update password Chat box section in Support section in dashboard to do Watson assistant section in the the application with the web application some activities about all the possible application the agent  options available | Rating experience overlay in the application | Customer's social Friends, colleagues media platform and families |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | | | Help me with Help me with better Help me to clarify my patience experience queries | Help me avoid Help me avoid  complex registration complex login Help me to reset the process process password | Help me with a Help me have a look Help me see the Help me to have Help me avoid dashboard, to see all at the profile page status of my ticket one-on-one complex  the details conversation with explanations  the agent | Help me have a  good overall Help me rate the  experience agent | Help me avoid post Help me suggest the bad comments application to my  online friends and  colleagues |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | | | Hearing good Seeing the Excited about the Motivated after comments from wonderful website good word of mouth finding it themselves  friends | Excited to interact Motivated to use the with the Watson application  assistant | Excited to see the Motivated to create a Enjoying in having a Delighted after Felt productive after dashboard ticket clear conversation getting instant seeing the in-app  with the agent replies notifications | Felt productive after Felt good about the having cleared my agent who clarified  queries my queries | Felt good after suggesting the application to my friends and colleagues |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | | | Time consuming to Angering to get Time consuming find it themselves irrelevant replies replies for queries | Frustrating when Time consuming Confusing Watson forgetting a registration process Assistant password | Confusing Confusing profile Confusing Watson Frustrating late or Time consuming dashboard info page Assistant irrelevant replies resetting password  section | Frustrating  experience in the Time consuming  application rating process | Angering talks with friends |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | | | Advertise in youtube Increase | Simplify registration Send mail alerts in process case of login | Show more details in Add images option in Add more options in Add automated dashboard conversation with Watson Assistant replies if possible  agents | Add some Add a personalized categories in rating message sending  agents section option to the agent | Develop cross Add more and more platform mobile agents into the  applications system |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  **[Open example](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)** |  | | | | | | | |

**SCENARIO**

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

