

Team Members:

E Sri Jayan G Rajesh N Mohammad Junaid Alam V Ravi

Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	Register/Login Customer can register and login Raising and tracking complaint customer can raise a complaint and track the status of the complaint	Understanding the usage of the application The application is user friendly so user can adapt quickly Raising complaint If customer faces any issue then they can raise a complaint	Resolving complaints Complaints will be forwarded to agents with domain knowledge who resolve the problem as soon as possible	Complaint resolved The assigned agent will contact the customer and resolve the issue User experience is enhanced Problems are resolved in less time
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 with their details in the application Customer register the issue that they are facing	Different features are implemented to improve the user experience Customer register the issue in the chat	Admin assign problem to the agent who will resolve it	Customer get to know that the problem is resolved by the tracking feature Customer satisfied since the issue is resolved
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Creating an account to register a complaint	Customer register the issue along with supporting documents as a proof	Validation of complaint and resolving the issue with domain knowledge person	To satisfy as many customers as possible by providing a good user experience customer
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Resolving complaints as soon as possible	Able to register and track multiple complaints simultaneously	Complaints should be processed as soon as possible	Resolving complaints as soon as possible Customer recommending others to use the application
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Resolving complaints take more time	Having a particular limit for number of complaints can be registered	Processing a complaint taking more time	Customer not satisified Resolving complaints take more time
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Feedback page will be used to know the customer feedback which is used to improve the application	Creating remainder to notify when the issue is resolved	Automatic assignment of agents when admin is not available	Feedback page will be used to know the Customer feedback which is used to improve the application Based on the feedback, user interface will also be updated to improve user experience