Project Design Phase 2

Customer Journey Map

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PROJECT NAME	Natural Disasters Intensity Analysis and Classification using Artificial Intelligence
MAXIMUM MARKS	4 MARK

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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?

Entice	Enter	Engage	Exit	Extend
AWARENESS / Looking towards information on what your business does and how it can solve their problems.	**Understanding prospects required** / Requires actionable information that goes beyond observable behavioral data	**Preparing and designing** / Discovering the specific requirements of organization and deciding the priorities	**Keeping it short and straightforward** / Depending on survey channel , sticking to two questions "Reason for leaving" & "How can we do better"	**On point of contact** / Finding out about the product through to the decision to buy , and even after
CONSIDERATION / Helps to find unique value propositions in your products and evaluate overall suitability for needs.	**Defining relevant objectives** / Obvious in processing experience management includes setting clear objectives with measurable targets	**Engagement survey** / Designing the questions of employee engagement survey and deploying with appropriate media	**Sharing the churn survey at time of cancellation** / At this time , product experience is fresh and will not give much thought to the product	**Marketing journey** / Encompassing every path from the moment making contact with product until purchasing
CONVERSION / look forward to new acquisition, as the buyer is in the final stage of the sales cycle	**Designing differential experiences** / Making a lot of sense to include functions into design process , involved in delivering the experience	**Resulting analysis** / Analyzed to find out what motivates their best performance and what actually disengages and finally compels them to	**Personalizing the survey** / Sending personalized messages thanking for choosing the product and will lead to better response rates	**User experience** / Simplistically divided issue on virtual and physical environments, experiencing internet and the point of sales
ADVOCACY / Make sure you are satisfied by checking in and asking for consistent feedback	**Building up internal capabilities** / Covering elements such as processes , structures , personnel ,skills , technologies/tools , information and culture	**Action planning** / Turning the results of survey into an action is a challenging for organizing the deal with utmost care		
RETENTION / become brand advocates by bringing in new form of referrals or social shares.				

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?

Entice	Enter	Engage	Exit	Extend
press conference	Explore information	Free Trial	Satisfied need	Excitement mental state
Social media campaign	Word of mouth	Marketing and communication	Behavioral analysis	Hamper gift
Digital advertisement	Visiting the product	Performance experience	Security check	Feedback experience
Classified advertisement	Curiosity	User interface		

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Help me to predict this phenomenon	Help me to utilize this product	Help me to avoid fatal errors during process execution	Help me in feeling confident about the process results	Help me to make feel the process more user friendly
Help me to analyze and mitigate the impacts of disasters	Help me feel confident that my purchase is finalized and tell me what to do next	Help me to make efficient duty deployment	Help me to avoid disadvantageous scenarios while during the process	Help me to avoid feeling the task tedious and unpleasant
Help me to avoid errors in analysis	Help me to be prepared so that I don't waste finances or get disappointed	Help me in organizing and reconfiguring the process for certain situations	Help me to make advantageous decisions regarding the report generated	Help me to choose a valuable option for the purchase of a product when situation demands it
Help me to understand the entire process	Help me to avoid making significant mistakes which affect overall process	Help me to make convenient actions to revert the mistakes made		

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Automizing features with free-distraction work	Reduced in waiting period	Easy availability of resource and products	Prospecting online research on sites / events	Increased brand loyalty
Helps to make better and efficient analysis	Overviewed the satisfaction of product	consequences with an intuitive interface	Initiating contact to gather information and qualifying new leads	Attracted positive nuncaptive
Providing fact base for justifying product specifications	Endured long interactions about product for a quick query	An easy to use search engine that makes system search process easy	Helping to offer a more tailored and personalized experience	Strengthened confidence in purchasing decisions
Being effective in process execution to save time	Confermed average review ratings about the product	Higher quality products in the top categories	Congregating the prospects unique use case and obstacles	Surged in shared information about product and sales

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Harder to determine when critical resource may be required	Defamation of character and becoming enraged	Is the product intuitive enough to find a way around quickly?	Providing wrong or inaccurate information about the product	Failing to offer real time support
Unclear cost structure	Entering into a profit-sucking cycle	waiting on hold for too long	Overuse of scripts for responding	Not using the right tools for product service
Lots of manual work and unnecessary long processes	Improper interactions with prospects and leads	Are they putting the most essential features front-and-clear in the most logical places in the product ?	Unreasonable payments and unexplained surcharges	Failing to resolve in the first touchpoint
Lacking of data exchanges and strategies	Being hectic to give a response	Providing incompetent chat support	Multiple touchpoints needed for resolution	Not taking the feedback regularly

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Building an omni channel for better experience	Training antisocial teams effectively	Taking social proof seriously to improve the experience	Implement feedback to enhance greater experience	
Creating self-service option for better experience	Building a centric culture	Making use of management analytics		
Delivering superior product service	Empowering team to go an extra mile	Implementing Loyalty programs	Optimizing the service and overviewing experience	