

Customer experience Journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

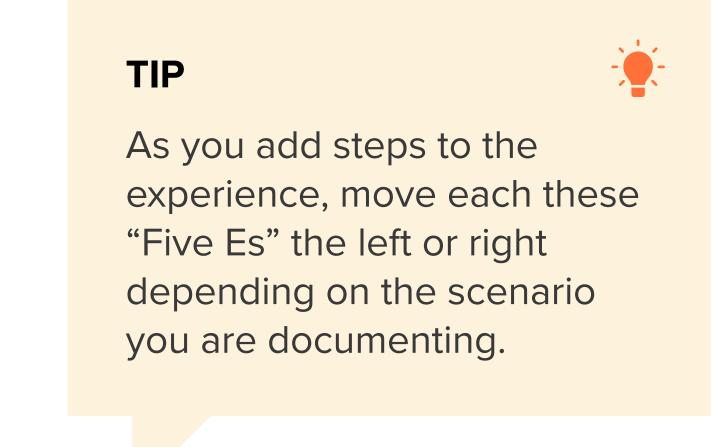
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Product School

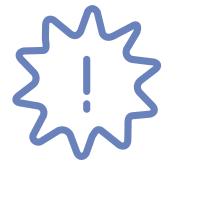
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TEAM ID: PNT2022TMID40612

: 16-10-2022



Communication System for specially abled persons



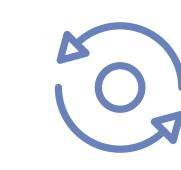
Entice

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?



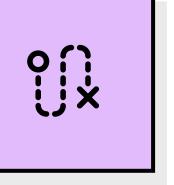
Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



What does the person (or group) typically experience?

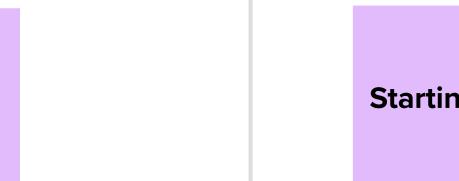


Deaf people who are not able to speak check for

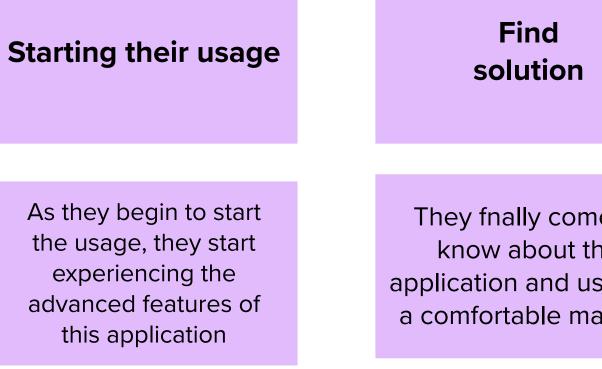
the updates in technology



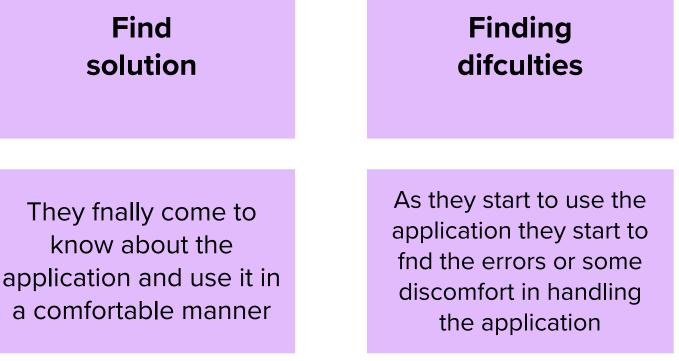
A person checking for any recently available

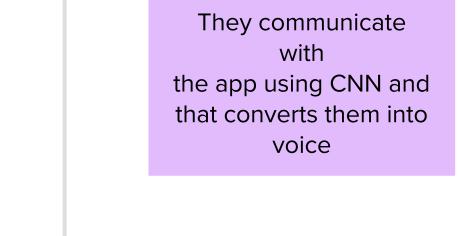


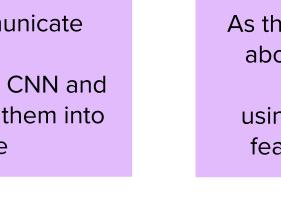


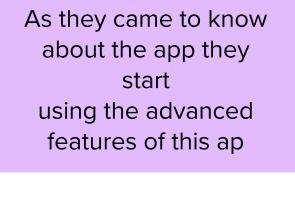


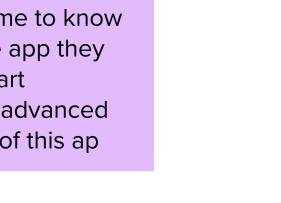
a comfortable manner







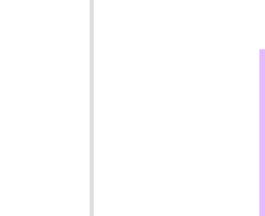


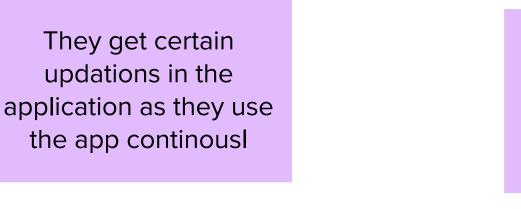




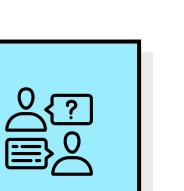
As they start to use, they see the

for application









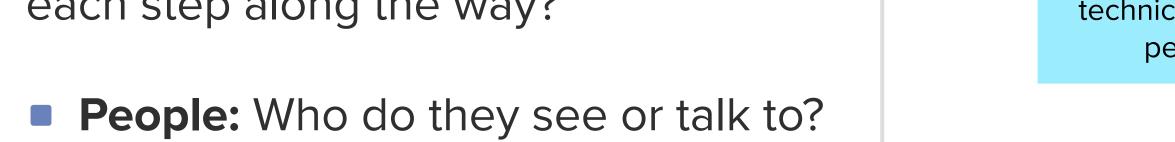
Interactions

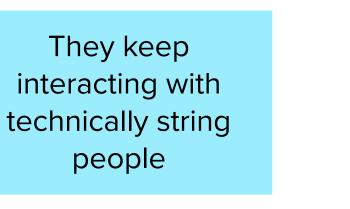
What interactions do they have at each step along the way?

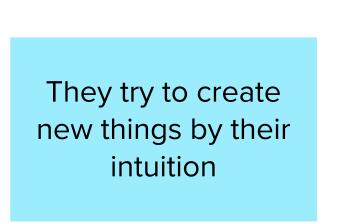
Places: Where are they?

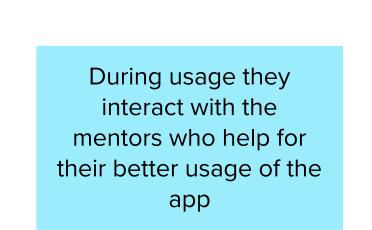
Things: What digital touchpoints or

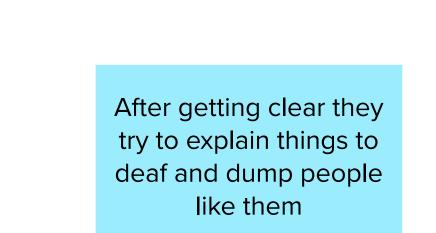
physical objects would they use?

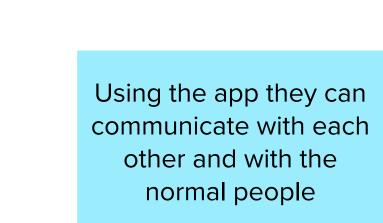




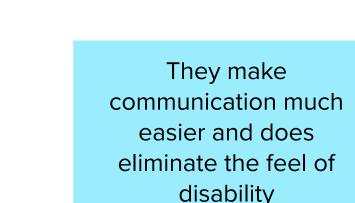


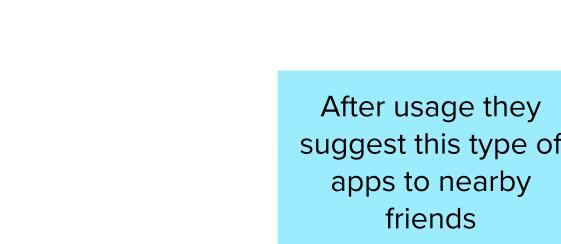


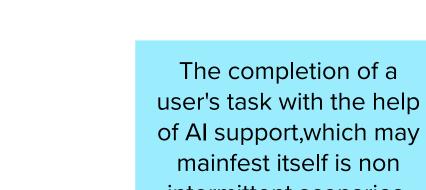




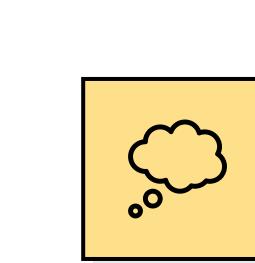
They communicate
with
the app using CNN and
that converts them into





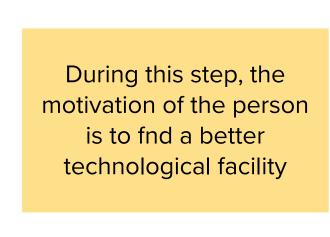


If they need any extension they will suggest any advanced feature in the app



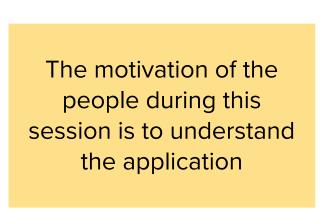
Goals & motivations

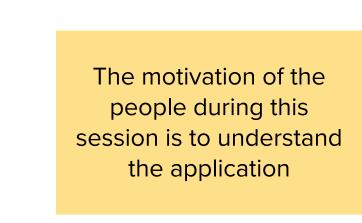
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

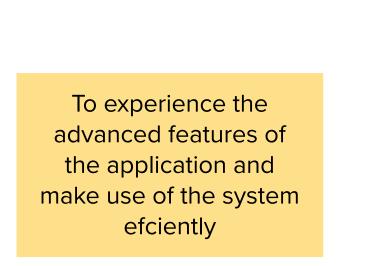


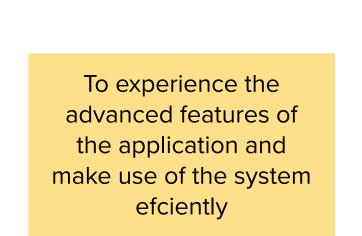
They go for places which provide the information

or machines that helps deaf people

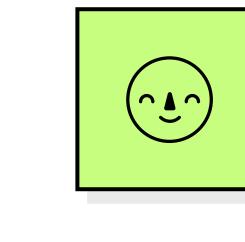






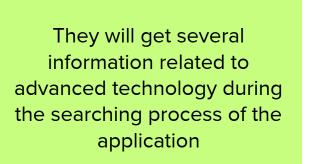


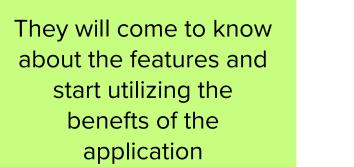


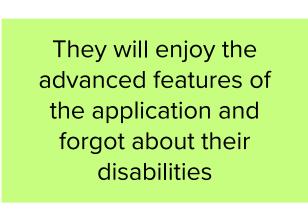


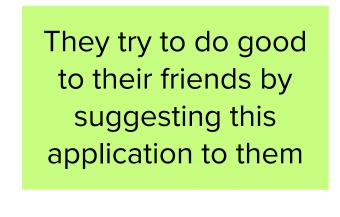
Positive moments

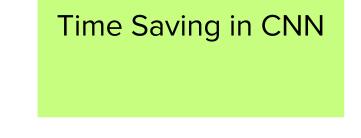
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

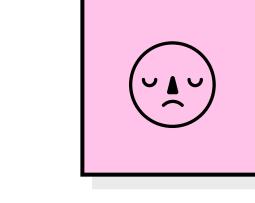






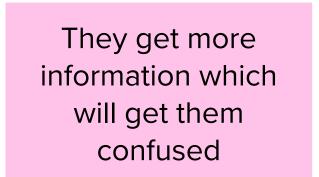


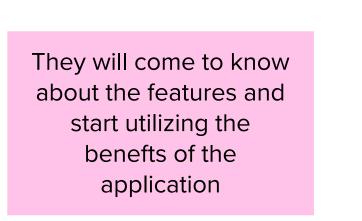


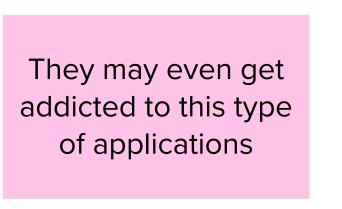


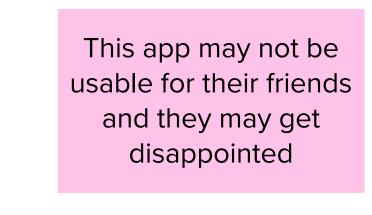
Negative moments

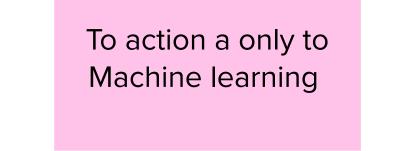
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

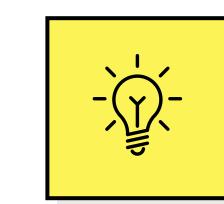












Areas of opportunity

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

