# Project Name: Containment Zone Alerting Application

# **COUSTOMER JOURNEY**

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Using a COVID Containment Zone App



How does someone initially become aware of this process?



What do people experience as they begin the process?



# Engage

In the core moments in the process, what happens?



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?

Testing an app The majority of users first tryout other The customer creates an id to use aftrer downloading our program



The process of entering the application

Search at the

Get aware of covid

Review creation and



#### 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?



Amy determine whether the user is in an affected

about the current covid status in the app states sectin .

There by raising

Other user star ratti will help us promot our app



### Goals & motivations

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









Kindly advise me in goging places without being affected by covid

Kindly amend me feel safe and secure



## 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?



Authentication problems could occur

User might find the review request annoying



### Areas of opportunity

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









intent popups be used more effectively to