





## PROJECT DESIGN PHASE 2

### Customer journey map

Date	02-11-2022
Team ID	PNT2022TMID25697
Project Name	Personal Assistance for Seniors Who Are Self-Reliant
Maximum Marks	4 Marks

## Customer journey map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 