

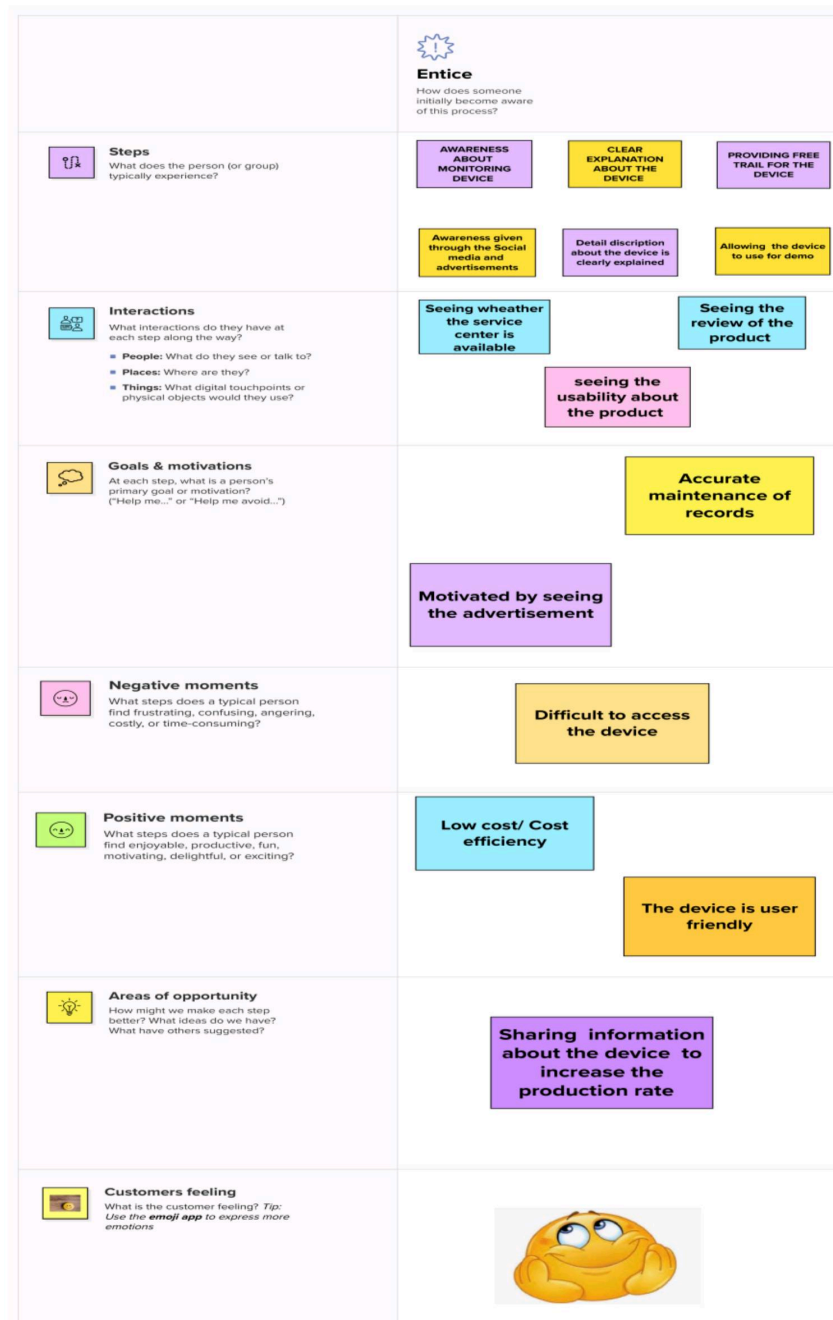
# Project Design Phase-II

## CUSTOMER JOURNEY MAP











Date	16 October 2022
Team ID	PNT2022TMID39429
Project Name	PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT
Maximum Marks	4 Marks

### CUSTOMER JOURNEY MAP










#### STEP 1 : ENTICE












## STEP 2 : ENTER

	 <p><b>Enter</b></p> <p>What do people experience as they begin the process?</p>
 <p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<div> <div>ASKING AND CHECKING THE REVIEWS</div> <div>PURCHASE THE MONITORING THE DEVICE</div> <div>PAYMENT PROCESS</div> <div>FREE HOME DELIVERY</div> <div>VERIFYING THE PRODUCT</div> <div>SET UP THE DEVICE USING THE MANUAL</div> <div>ANALYSING THE PRODUCT</div> </div> <div> <div>Collecting the information about the device from others</div> <div>After collecting the information, the decided to purchase the device</div> <div>Completing the payment after analysing the offers and discounts</div> <div>Finally the device delivered safely</div> <div>Checking wheather the device is working or not</div> <div>Setting up the device (link device to the mobile app)</div> <div>Verifying wheather the device is linked properly</div> </div>
 <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>• <b>People:</b> What do they see or talk to?</li> <li>• <b>Places:</b> Where are they?</li> <li>• <b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<div> <div>More benefit and less cost</div> <div>open source</div> <div>Sharing the device with others to get benefits</div> <div>Free trial</div> <div>Providing accurate information to the right person at right time in all aspects</div> </div>
 <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div> <div>Improving the safety by intimating activities</div> <div>quick response from the device at right time</div> <div>Device must be comfortable to use</div> </div>
 <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div> <div>Over demand on the device but less availability in the market</div> </div>
 <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div> <div>Suggestion to provide offers to the device</div> <div>Delighted to seeing the device</div> <div>It provide the accurate information at the right time</div> </div>
 <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div> <div>Suggestion to improve technology</div> <div>Sugget the device to be digitalized</div> </div>
 <p><b>Customers feeling</b></p> <p>What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i></p>	<div>   </div>










## STEP 3 : ENGAGE

	 <p><b>Engage</b> In the core moments in the process, what happens?</p>
 <p><b>Steps</b> What does the person (or group) typically experience?</p>	<div data-bbox="702 392 853 448">HEALTH MONITORING</div> <div data-bbox="885 392 1037 448">PILLS REMAINDER</div> <div data-bbox="1069 392 1220 448">GPS TRACKING AND MOVEMENT DETECTION</div> <div data-bbox="702 504 853 560">Heart rate, BP, body temperature, ECG is monitored and notifies to doctor, caretaker through the mobile app</div> <div data-bbox="885 504 1037 560">When pills gets over, the app automatically notifies to the pharmacist and delivered to the home</div> <div data-bbox="1069 504 1220 560">Alert is given during the emergency situation by monitoring the routine activities and movements</div>
 <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>People: What do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	<div data-bbox="702 586 917 667">Monitoring using the device such as health monitoring system (HEART RATE, BP, BODY TEMPERATURE, ECG), monitoring the pill box and other moving activities</div> <div data-bbox="957 667 1181 750">By using this monitoring device the health is maintained</div>
 <p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div data-bbox="837 784 1093 878">Monitoring using the device such as health monitoring system, monitoring the pill box and other moving activities</div> <div data-bbox="683 929 933 1023">Technology development</div> <div data-bbox="986 929 1228 1023">Regular monitoring of pills are avoided</div>
 <p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div data-bbox="837 1064 1098 1160">No Warranty to the device</div>
 <p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div data-bbox="954 1193 1204 1288">By using the product, the device can access at any where</div> <div data-bbox="673 1299 922 1393">Records are properly maintaining</div>
 <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<div data-bbox="762 1467 1061 1579">Suggest to make the device available in online marketing</div>
 <p><b>Customers feeling</b> What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions</p>	

## STEP 4 : EXIT

	 <p><b>Exit</b> What do people typically experience as the process finishes?</p>
 <p><b>Steps</b> What does the person (or group) typically experience?</p>	<div> <div>HAPPY</div> <div>INDEPENDENCE</div> <div>SUBMITTING REVIEW</div> </div> <div> <div>Feeling happy when the device is worked properly</div> <div>struggling to take care of health and difficult to complete everyday task. Thus by using this device, these problems are reduced and feel independent</div> <div>Submitting the review and giving star-rating out of 5</div> </div>
 <p><b>Interactions</b> What interactions do they have at each step along the way?            • <b>People:</b> What do they see or talk to?            • <b>Places:</b> Where are they?            • <b>Things:</b> What digital touchpoints or physical objects would they use?</p>	<div> <div>Feeling secure</div> <div>Feeling independent</div> </div>
 <p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div> <div>Excited by seeing the device</div> <div>Regular update of the device like version</div> </div>
 <p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div> <div>In device, one part is damaged it affects whole system</div> </div>
 <p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div> <div>Time consumption</div> <div>Helpline facilities</div> </div>
 <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<div> <div>Suggest to update the device</div> </div>
 <p><b>Customers feeling</b> What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions</p>	

## STEP 5 : EXTEND

	 <p><b>Extend</b> What happens after the experience is over?</p>
 <p><b>Steps</b> What does the person (or group) typically experience?</p>	<div data-bbox="655 344 863 434">PROMOTE THE DEVICE</div> <div data-bbox="991 344 1190 434">FEEL FREE</div> <div data-bbox="660 461 863 551">Sharing the information about the device to neighbours, friends and family members</div> <div data-bbox="991 461 1198 551">Feeling safe, secure and comfortable</div>
 <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>■ <b>People:</b> What do they see or talk to?</li> <li>■ <b>Places:</b> Where are they?</li> <li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<div data-bbox="660 568 863 658">Using the product regularly</div> <div data-bbox="1007 658 1206 748">Sharing the information about the device</div>
 <p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div data-bbox="663 786 943 909">Promoting the device to reach the extent</div> <div data-bbox="1015 943 1275 1055">Protect from dangerous</div>
 <p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div data-bbox="844 1099 1134 1223">No return no refund</div>
 <p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div data-bbox="1023 1267 1286 1379">Effective and Efficient</div> <div data-bbox="663 1379 935 1491">Happy when health problems are reduced</div>
 <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<div data-bbox="624 1570 927 1704">upgrade the device for upcoming development in future</div> <div data-bbox="991 1570 1299 1704">Rectify the problem suggested in the review</div>
 <p><b>Customers feeling</b> What is the customer feeling? Tip: Use the <b>emoji app</b> to express more emotions</p>	

## CUSTOMER JOURNEY MAP



### REFERENCE LINK:

<https://app.mural.co/invitation/mural/chamberofsecrets6096/1665478145802?sender=u73175aa79ddf73614ea64084&key=631eb1d4-ca0d-4898-b6b0-4fd341654f74>