

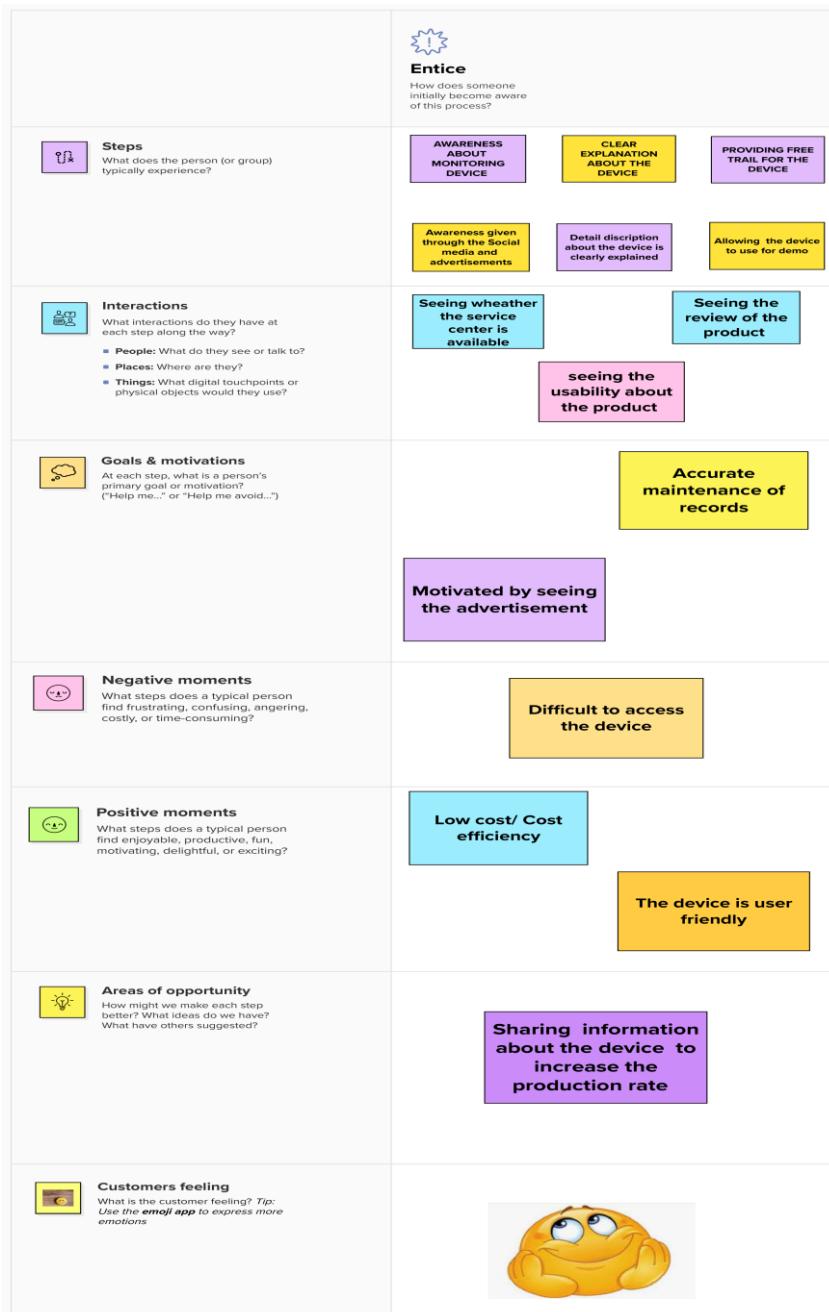
Project Design Phase-II

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

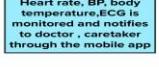
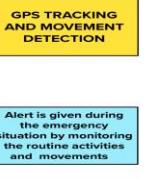
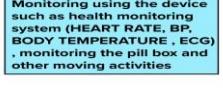
STEP 1 : ENTICE



STEP 2 : ENTER

	<p> Enter What do people experience as they begin the process?</p>
<p> Steps What does the person (or group) typically experience?</p>	<p>ASKING AND CHECKING THE REVIEWS PURCHASE THE MONITORING THE DEVICE PAYMENT PROCESS FREE HOME DELIVERY VERIFYING THE PRODUCT SET UP THE DEVICE USING THE MANUAL ANALYSING THE PRODUCT</p> <p>Collecting the information about the device from others After collecting the information, the decided to purchase the device Completing the payment after analysing the offers and discounts Finally the device delivered safely Checking whether the device is working or not Setting up the device (link device to the mobile app) Verifying whether the device is linked properly</p>
<p> Interactions What interactions do they have at each step along the way? ▪ People: What do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects would they use? </p>	<p>More benefit and less cost open source</p> <p>Sharing the device with others to get benefits Free trial Providing accurate information to the right person at right time in all aspects</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Improving the safety by intimating activities</p> <p>quick response from the device at right time Device must be comfortable to use</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Over demand on the device but less availability in the market</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Suggestion to provide offers to the device Delighted to seeing the device</p> <p>It provide the accurate information at the right time</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Suggestion to improve technology Sugget the device to be digitalized</p>
<p> Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions</p>	 

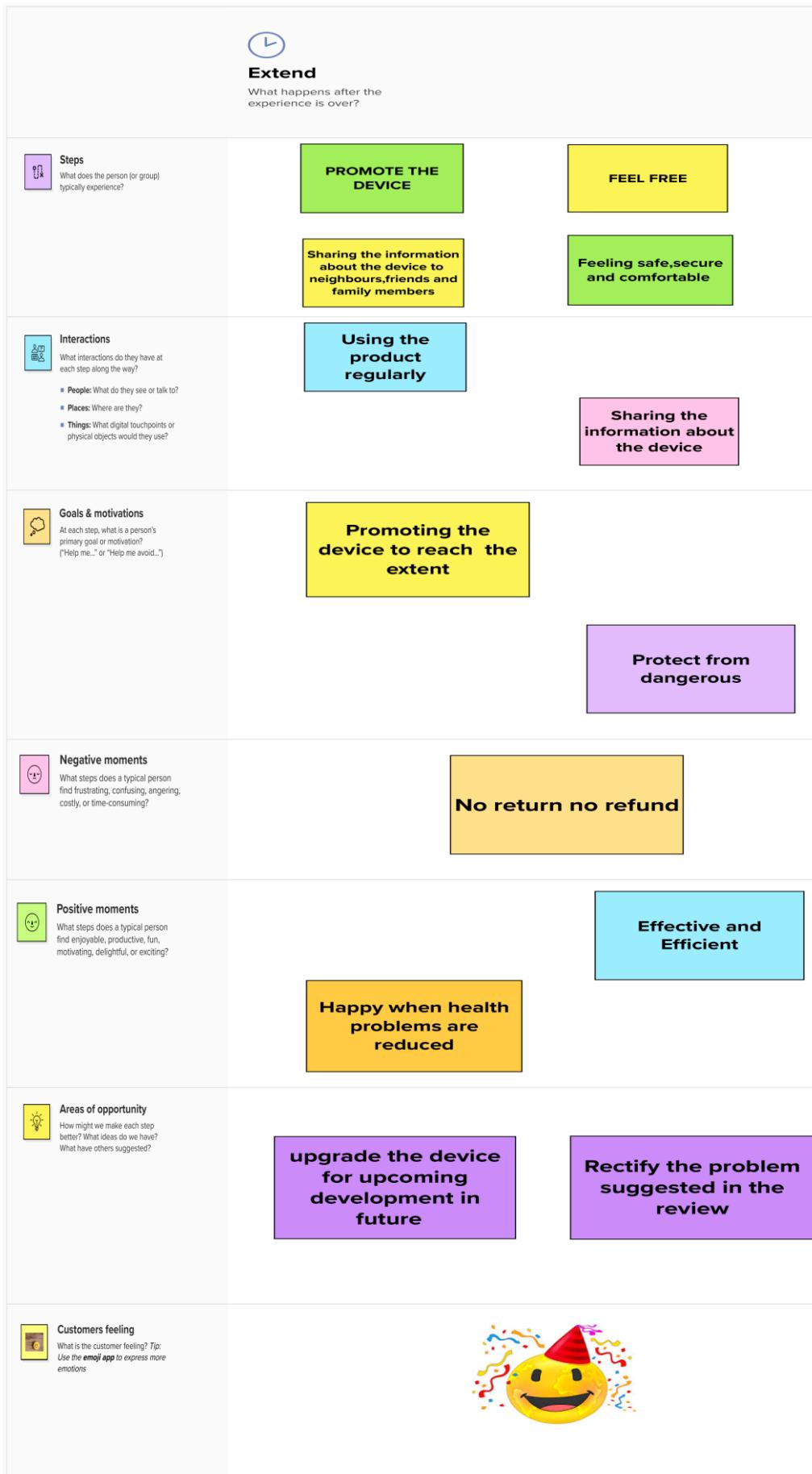
STEP 3 : ENGAGE

	 <h3>Engage</h3> <p>In the core moments in the process, what happens?</p>
 Steps What does the person (or group) typically experience?	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> HEALTH MONITORING  </div> <div style="text-align: center;"> PILLS REMAINDER  </div> <div style="text-align: center;"> GPS TRACKING AND MOVEMENT DETECTION  </div> </div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> » People: What do they see or talk to? » Places: Where are they? » Things: What digital touchpoints or physical objects would they use? 	<div style="display: flex; align-items: center;"> <div style="flex: 1;">  </div> <div style="background-color: #e6f2ff; padding: 5px; margin-left: 10px;"> By using this monitoring device the health is maintained </div> </div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div style="text-align: center;">  </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;"> Technology development  </div> <div style="text-align: center;"> Regular monitoring of pills are avoided  </div> </div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div style="text-align: center;"> No Warranty to the device  </div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div style="text-align: center;"> <div style="background-color: #e6f2ff; padding: 5px; width: fit-content; margin: auto;"> By using the product, the device can access at any where </div> <div style="text-align: center; margin-top: 20px;">  </div> </div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div style="text-align: center;"> <div style="background-color: #e6f2ff; padding: 5px; width: fit-content; margin: auto;"> Suggest to make the device available in online marketing </div> </div>
 Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	

STEP 4 : EXIT

	<p> Exit What do people typically experience as the process finishes?</p>
<p> Steps What does the person (or group) typically experience?</p>	<p>HAPPY</p> <p>INDEPENDENCE</p> <p>SUBMITTING REVIEW</p> <p>Feeling happy when the device is worked properly</p> <p>struggling to take care of health and difficult to complete everyday task. Thus by using this device, these problems are reduced and feel independent</p> <p>Submitting the review and giving star-rating out of 5</p>
<p> Interactions What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> ▪ People: What do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects would they use? 	<p>Feeling secure</p> <p>Feeling independent</p>
<p> Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Excited by seeing the device</p> <p>Regular update of the device like version</p>
<p> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>In device, one part is damaged it affects whole system</p>
<p> Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Time consumption</p> <p>Helpline facilities</p>
<p> Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Suggest to update the device</p>
<p> Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions</p>	

STEP 5 : EXTEND



CUSTOMER JOURNEY MAP

	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage What can happen in the process, what happens?	 Exit What do people typically experience as the process finished?	 Extend What happens after the experience is over?													
 Steps What does the person (or group) typically experience?	AWARENESS ABOUT MONITORING DEVICE Awareness gained through media and advertisements	CLEAR EXPLANATION ABOUT THE DEVICE Detailed description about the device is clearly explained	TRYING FREE TRIAL FOR THE DEVICE Ability to use the trial for free	READING AND CHECKING THE REVIEWS Collecting the information about the device from others	PURCHASE THE MONITORING THE DEVICE Alternating the information to purchase the device	PURCHASE PROCESS Comparing the payment options and offers and discounts	FREE HOME DELIVERY Free delivery offered safely	VERIFYING THE PRODUCT Checking whether the product is working or not	SET UP THE DEVICE USING THE MANUAL Setting up the device (link device to the mobile app)	WAKING THE PRODUCT Working whether the device is linked properly	HEALTH MONITORING Heart rate, BP and other health monitoring activities	PILLS REMINDER When pills are automatically reminder to the user during the time	OFS TRACKING AND INCIDENT DETECTION Alerts given during the tracking of the device and notifications	HAPPY Feeling happy when the device is working properly	INDEPENDENCE Ability to take care of their own health and self-reliance	SUBMITTING REVIEW Submitting the review (rating out of 5)	PROMOTE THE DEVICE Sharing the information about the device to relatives and family members	FEEL FREE Feeling safe, secure and comfortable
 Interactions What interactions do they have at each step along the way?	Seeing whether the service center is available People: What do they see or talk?	Seeing the review of the product Sharing the usability about the product	More benefit and less cost Sharing the device with others to get benefits	open source Free trial	Providing accurate information to the right person in right time in all aspects By using this monitoring device the health is maintained	Marketing using the device such as health monitoring system (HEART RATE, BP, BODY TEMPERATURE, ECG, monitoring the air box and other monitoring activities) Monitoring using the device such as health monitoring system, monitoring the air box and other monitoring activities	Feeling secure Excited by seeing the device	Using the product regularly Regular update of the device like version	Sharing the information about the device Protect from dangerous									
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me," or "Help me avoid...")	Accurate maintenance of records Motivated by seeing the advertisement	Improving the safety by intimating activities quick response from the device at right time	Device must be comfortable to use Technology development	Excited by seeing the device Regular monitoring of pills are avoided	Promoting the device to reach the extent Regular update of the device like version													
 Negative moments What steps does a typical person find frustrating, confusing, angry, costly or time-consuming?	Difficult to access the device The device is user friendly	Over demand on the device but less availability in the market It provide the accurate information at the right time	No Warranty to the device Records are properly maintaining	In device, one part is damaged it affects whole system Helpline facilities	No return no refund Happy when health problems are reduced													
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Low cost/ Cost efficiency The device is user friendly	Suggestion to provide offers to the device It provide the accurate information at the right time	Delighted to seeing the device By using the product, the device can access at any where	Time consumption Helpline facilities	Effective and Efficient Happy when health problems are reduced													
 Areas of opportunity How might we make each step better? What does our user want more often/suggested?	Sharing information about the device to increase the production rate Suggestion to improve technology	Sugget the device to be digitalized Suggest to make the device available in online marketing	Sugget to update the device upgrade the device for upcoming development in future		Rectify the problem suggested in the review Rectify the problem suggested in the review													
 Customers feeling What is the customer feeling? To use the app to express more emotions																		

REFERENCE LINK:

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

