

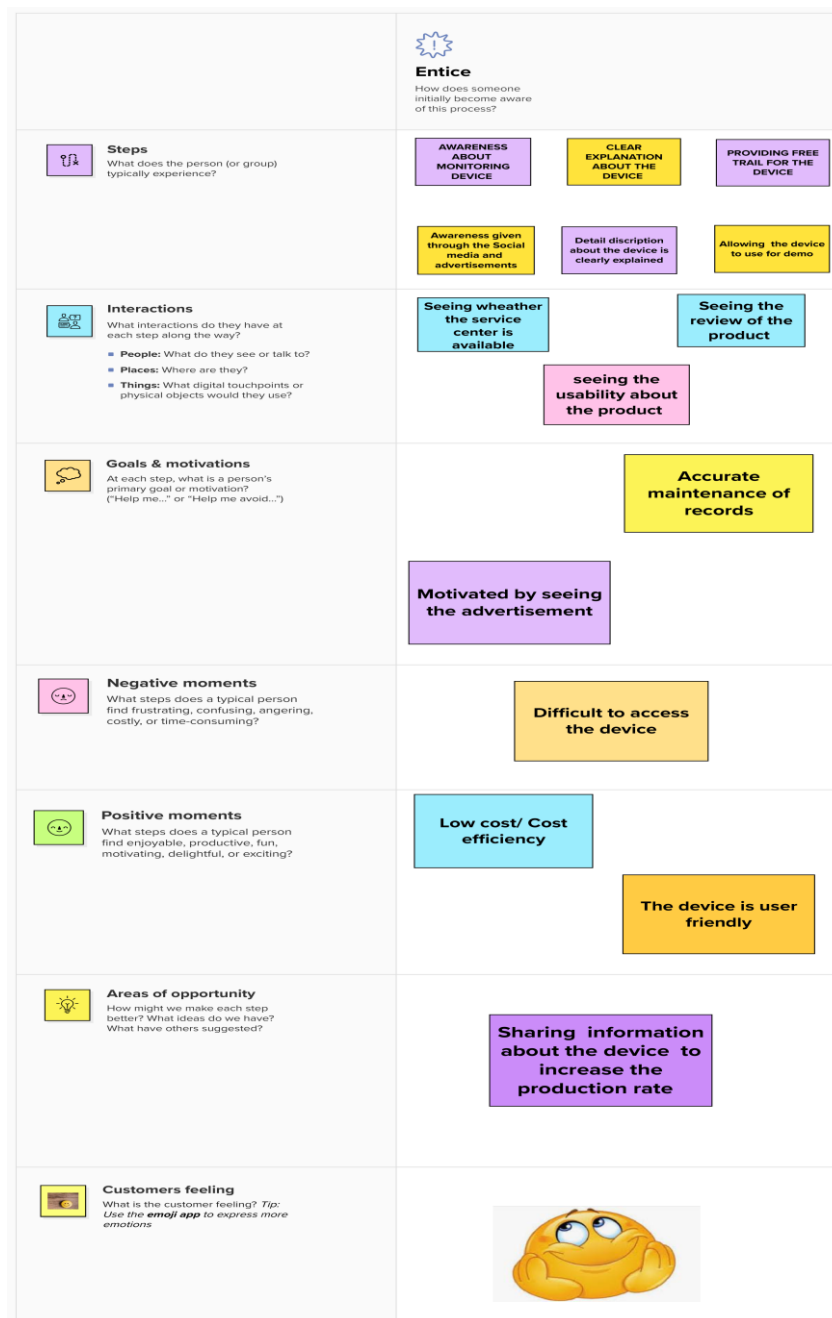
Project Design Phase-II

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</p> <p>What do people experience as they begin the process?</p>
<p>Steps</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>Interactions</p> <p>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? 	<div> <div>Sharing the device with others to get benefits</div> <div>More benefit and less cost</div> <div>open source</div> <div>Free trial</div> <div>Providing accurate information to the right person at right time in all aspects</div> </div>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div> <div>quick response from the device at right time</div> <div>Improving the safety by intimating activities</div> <div>Device must be comfortable to use</div> </div>
<p>Negative moments</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>Positive moments</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>Areas of opportunity</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>Customers feeling</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>Engage In the core moments in the process, what happens?</p>
 <p>Steps What does the person (or group) typically experience?</p>	<div>HEALTH MONITORING</div> <div>PILLS REMAINDER</div> <div>GPS TRACKING AND MOVEMENT DETECTION</div> <div>Heart rate, BP, body temperature, ECG is monitored and notifies to doctor, caretaker through the mobile app</div> <div>When pills gets over, the app automatically notifies to the pharmacist and delivered to the home</div> <div>Alert is given during the emergency situation by monitoring the routine activities and movements</div>
 <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? 	<div>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>By using this monitoring device the health is maintained</div>
 <p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Monitoring using the device such as health monitoring system, monitoring the pill box and other moving activities</div> <div>Technology development</div> <div>Regular monitoring of pills are avoided</div>
 <p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>No Warranty to the device</div>
 <p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>By using the product, the device can access at any where</div> <div>Records are properly maintaining</div>
 <p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Suggest to make the device available in online marketing</div>
 <p>Customers feeling What is the customer feeling? Tip: Use the emoji app to express more emotions</p>	

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>	<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>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? </p>	<div> <div>Feeling secure</div> <div>Feeling independent</div> </div>
 <p>Goals & motivations 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>Negative moments 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>Positive moments 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>Areas of opportunity 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>Customers feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i></p>	

STEP 5 : EXTEND

 Extend What happens after the experience is over?		
 Steps What does the person (or group) typically experience?	PROMOTE THE DEVICE	FEEL FREE
	Sharing the information about the device to neighbours, friends and family members	Feeling safe, secure and comfortable
 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? 	Using the product regularly	Sharing the information about the device
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Promoting the device to reach the extent	Protect from dangerous
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	No return no refund	
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Happy when health problems are reduced	Effective and Efficient
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	upgrade the device for upcoming development in future	Rectify the problem suggested in the review
 Customers feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>		

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REFERENCE LINK:

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

