

Project Design Phase II

Customer Journey Map

Date	19 November 2022
Team ID	PNT2022TMID25178
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

Customer Journey Map Statement:

Customer journey Map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit 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?	Search for Support To understand a customer's problem Research to Diagnose Self-troubleshooting or a Support Request	Rating on Issue Rating on Issue Rating on Issue Rating on Issue	Rating on Issue Rating on Issue Rating on Issue Rating on Issue	Rating on Issue Rating on Issue Rating on Issue Rating on Issue	Rating on Issue Rating on Issue Rating on Issue Rating on Issue
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?	Customer Customer Customer	Customer Customer Customer	Customer Customer Customer	Customer Customer Customer	Customer Customer Customer
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me," or "help me avoid...")	Problem to solve To "fix" problem	To understand the problem To understand the problem	To understand the problem To understand the problem	To understand the problem To understand the problem	To understand the problem To understand the problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Problem solved Problem solved	Problem solved Problem solved	Problem solved Problem solved	Problem solved Problem solved	Problem solved Problem solved
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Problem not solved Problem not solved	Problem not solved Problem not solved	Problem not solved Problem not solved	Problem not solved Problem not solved	Problem not solved Problem not solved
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Additional Support Additional Support	Additional Support Additional Support	Additional Support Additional Support	Additional Support Additional Support	Additional Support Additional Support