

TEAM ID:PNT2022TMID48155

Title:

Real-Time Communication System Powered by AI  
for Specially Abled

# CUSTOMER JOURNEY MAP



How are our potential clients finding us? Do they have any medium except our social media channels?

Why should the potential clients/prospects choose our application?

How do they know that our product is better than our competitors?

Are they satisfied in using our app?

How will the customers get support on their queries, regarding our application sign-up and usage?

## Goals

Find out a solution  
for all our clients

Evaluate and  
research, whether  
the solution  
is feasible or not

Decide if our app  
meets the  
customer needs

In case there are  
issues reported,  
offer them the  
possible solutions to  
improve the  
application

Make sure we  
have proper  
customer service  
options such as  
LiveChat  
when needed

## PHYSICAL/DIGITAL TOUCHPOINTS

Website/  
Promotional  
Emails/  
Google Ads

Feature page/  
Testimonials

Easy account  
creation  
process

Seamless  
navigation across  
important  
features

FAQs/  
Help  
pages/  
Live chat