














PROJECT DESIGN PHASE-II: Customer journey map

STAGE	AWARENESS	CONSIDERATION	BROWSE AVAILABLE OPTIONS		REQUISITE PERMISSIONS		JOURNEY	
Customer Activities	Hear from friends, and see offline or online ads.	Compare and evaluate alternatives.	Choose communication for normal people if the customer is a normal person.	Choose communication for deaf-mute people if the customer is a deaf-mute person.	NORMAL PEOPLE USAGE: Give access to microphone for recording the message.	DEAF-MUTE PEOPLE USAGE: Give access to display to view the message sent by normal people. Give access to camera to record the message.	To communicate with deaf-mute people click the audio record option. To hear the message given by deaf-mute people click hear option.	To communicate with normal people click the video record option. To view, the message given by normal people click view option.
Customer Goals	No goals at this point.	Find the best solution for mutual communication purposes.	Efficient communication.	Breaking the communication barrier.	The permission that is required should be under the privacy and security policy.		The overall journey for efficient communication should be made easier for use.	
Touchpoints	Word of mouth, traditional media, social media.	Word of mouth, website, brick & mortar store, social media.	Website, Application.		 		Word of mouth, Social media 	
Experience	<div></div> <div></div> <p>Eager to reduce the communication barrier between normal and deaf-mute people</p>	Requires effort but curious	Excited to use and feels happy		So many accesses , somewhat feels frustrated		Overall very much satisfied after using the app	
Expectations	To overcome the communication barrier.	The message should reach the end user without delay.	Users can access this app in both online and offline modes.		Easier to use with fewer requirements		AD-free, accurate translation, affordable, bug-free	

