












Project Design Phase – II

Customer journey map

	 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?	Customer visit the website to explore Explore the app on a smart phone View the interface of the Application	Register for download Export for the phone	Customer do register for download Customer check for the phone availability Create an account of the application	Leave the webpage Close the Application	File a complaint on the website Review the app on their smartphone and check
 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 view the user interface Interact with the content View the Content options	Analyze the features Thought about the way of the features	Explore the details Export for the mail		Through recommendation application can user will be helped
 Goals & motivations At each step, what is a person's primary goal or motivation? (To help the... or "help the avoid...")	To use the application	How to do registration successfully	Increase website visitors app features Increase website content website user interface	Help me to find a clear and correct result Help me provide the best feedback	encourage others to use the application
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User feel more aware website application on website	User feel free to access website at anytime	Spending a time on good work	People will looking the application for website management Customer can interact with their website	We have the feedback through the Customer
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People confused with the website personal information	People ignore most of the website features	Customer feel hard to enter their website feature	Customer feel website make use of their process	Customer feel free will feedback during using feedback
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Could we able to view the download details?	Give a customer able to update the account	The customer can able to use the website easily The client can look the data for download	The application able to get feedback as soon as the availability of the phone	The client will have encouraged if they will have the website update