

# DETERMINE THE REQUIREMENTS(CUSTOMER JOURNEY MAP)

DATE	4 NOVEMBER 2023
TEAM ID	NM2023TMID02213
PROJECT NAME	BIOMETRIC SECURITY SYSTEM FOR VOTING PLATFORM
MAXIMUM MARKS	4 MARKS

### Customer experience 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.

Product School

10. Show to explore feedback

**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 customers typically experience, then add detail to each of the other rows.

	Entice	Enter	Engage	Exit	Extend
<b>Scenario</b> Briefly, how does the process (or process) typically experience?	Entice	Enter	Engage	Exit	Extend
<b>Steps</b> What steps does the process (or process) typically experience?	1. Entice 2. Enter 3. Engage 4. Exit 5. Extend	1. Enter 2. Engage 3. Exit 4. Extend	1. Engage 2. Exit 3. Extend	1. Exit 2. Extend	1. Extend
<b>Interactions</b> What interactions do they have as they step along the way? • People follow the way we do it? • People follow the way we do it? • Things follow the way we do it?	Interactions	Interactions	Interactions	Interactions	Interactions
<b>Goals &amp; motivations</b> What goals, objectives or primary goals are they looking for? • People follow the way we do it? • People follow the way we do it?	Goals & motivations	Goals & motivations	Goals & motivations	Goals & motivations	Goals & motivations
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, satisfying, enlightening or exciting?	Positive moments	Positive moments	Positive moments	Positive moments	Positive moments
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, annoying, empty, or otherwise disappointing?	Negative moments	Negative moments	Negative moments	Negative moments	Negative moments
<b>Areas of opportunity</b> What steps might we make each step better? What ideas do we have?	Areas of opportunity	Areas of opportunity	Areas of opportunity	Areas of opportunity	Areas of opportunity