







Platform for Online Complaints

	Enter	Browse	Start complaint	Checkout	Payment & Confirmation	Experience Resolution
Customer journey						
Steps	Visit to app Resolve issue Now web app	Selects category for issue by issue	Fill out and submit detailed complaint	Status tracking UI	Receive and resolve complaint form	View outcome of their complaint
Interactions	Home page UI	Complaint form UI	Simple form submission	Reliable status visibility	Simple form submission	Reward for relieving process
Interactions	Helps to navigate easily	Simple form user	Simplify categorization	Simplifies in complaint	Simplify complaint registration	Should attention for resolution
Positive moments	Helps customer feel heard	Expressing complaint in process	Simplify complaint registration	Clearer status displays	Simplify faster status displays	Reward for satisfaction and peace of mind
Opportunities	Help a customer's self esteem	Provide quick access	Simplify complaint registration	Reward for clearer directions	Feedback for better handling	Reward for satisfaction
Goals & Motivations	Help customer feel heard	Provide quick access	Anticipation for better handling	Feedback for better handling	Reward satisfaction and peace of mind	Reward satisfaction and peace of mind