Customer journey map – IntelliSQL

Entice	Enter	Enter	Engage	Exit	Extend
How does the user become aware?	User first interaction with system	User first interaction with system	Main experience	User completes task	After experience

Steps	Interactions	Interactions	💬 Engage	⊟ Exit	⊘ Extend
• Identify data requirement	• Types question	• Types question	• Gets correct data	• Gets correct data	• Uses it agaiin for future queries
• Open IntelliSQL	• Clicks submit	• Clicks submit	• Understands results clearly	• Understands results clearly	• Recommends to friends
• Sees difficulty in writing SQL queries	• Reads SQL query	• Reads SQL query	• Feels satisfied	• Feels satisfied	• Uses for assignments/projects
• Faculty suggests using AI for databases	• Enters first natural language question	• Views result table	• Closes application	• Closes application	• Gains confidence in handling databases

Steps	Interactions	Goals & motivations	Goals & motivations	Positive moments	Negative moments
• Identify data requirement	• Types question	• Get data quickly	• Get data quickly	• Query works correctly	• Improve query accuracy
• Open IntelliSQL	• Clicks submit	• Avoid writing SQL manually	• Avoid writing SQL manually	• Instant results	• Add multi-database support
• Enter natural language query	• Reads SQL query	• Reduce errors	• Reduce errors	• Clear explanation	• Add charts & visualization
	• Views result table	• Work independently	• Work independently	• Easy-to-use interface	

• Identify data requirement	• Get data quickly	• Get data quickly	• Query works correctly	• Improve query accuracy	• Improve error handling
• Open IntelliSQL	• Avoid writing SQL manually	• Avoid writing SQL manually	• Instant results	• Add multi-database support	• Add multi-database support
	• Reduce errors	• Reduce errors	• Clear explanation	• Add charts & visualization	• Add charts & visualization
	• Work independently	• Save time	• Easy-to-use interface		• Improve error handling