Customer Journey Map

Service Catalog Item Usage

Awareness	Request	Approval	Fulfillment	Feedback
Learns about the service catalog item	Searches for the item and fills out a form	Submits the request and wait for approval	Receives the item upnaproval	Rates the service and shares experience
Curious 🙂	Hope I fill everything correctly...	I hope it gets approved quickly	Finally getting what I need 🙂	That was smooth / That could've been better
Provide a guided introduction / tutorial	Focused 🙂 Provide a guided introduction/ tutorial	Anxious 🙁 Show real-time status updates and notifications	Satisfied 😊 Allow user time status updates and notifications	Content 😌 Use feedback to improve UI and backend processes