

PROJECT DESIGN PHASE PART 2

DETERMINE THE REQUIREMENTS

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|---------------|----------------------|
| Date | 3 november2023 |
| Team ID | NM2023TMID02112 |
| Project Name | Food Tracking System |
| Maximum Marks | 4 Marks |

Customer journey map

| Artifact | Awareness | Consideration | Decision | Value realization | Retention |
|----------------------------|--|---|--|--|--|
| Cognitive state | Buyer is exploring | Buyer weighs options | Buyer close to purchase | User want to realize value from product features | Customer actively addressing challenges with product usage |
| Emotion | Engaged in finding solution | Actively seeking help | Excited to start using the solution | Eager to solve their challenges | Engaged and happy with using the product |
| Opportunities (inside out) | <ul style="list-style-type: none">• Inform and educate• Chart solution to problem• Offer value upfront | <ul style="list-style-type: none">• Establish trust• Position product as a potential solution• Showcase product | <ul style="list-style-type: none">• Offer case studies• Compare costs and ROI• Offer support | <ul style="list-style-type: none">• Communicate deployment milestones• Set up training meetings• Redirect to support or KB | <ul style="list-style-type: none">• Collect feedback actively• Collaborate on feature prioritization• Communicate updates and benefits• Nurture an active community |
| Barriers | Competing SEO keywords/ not ranking high on search engines | Lack of quality content that delivers value | Pricing, lack of product knowledge | Takes too long to realize small wins | Feature roadmaps not aligned to goals |
| Touchpoints | <ul style="list-style-type: none">• Website• Landing pages• Social media/Ads• Blogs | <ul style="list-style-type: none">• Email campaigns• Webinars• Live chat• Review sites• Community | <ul style="list-style-type: none">• Product demo• Assisted walkthrough | <ul style="list-style-type: none">• Live environment• Knowledge base• Support | <ul style="list-style-type: none">• Live environment• Onscreen guides• Knowledge base• Support |
| Teams | <ul style="list-style-type: none">• Marketing | <ul style="list-style-type: none">• Marketing• Pre sales | <ul style="list-style-type: none">• Pre sales• Solution engineering• Sales | <ul style="list-style-type: none">• Customer support• Customer success | <ul style="list-style-type: none">• Customer support• Customer success• Product |
| Metrics and KPIs | <ul style="list-style-type: none">• Leads• MQLs• Lead funnel ratio• Conversion rate | <ul style="list-style-type: none">• SQLs• Acquisition costs• Customer lifetime value | <ul style="list-style-type: none">• Deals closed• Revenue/Total sales• Cycle time• Avg. deal size | <ul style="list-style-type: none">• User demographics• Customer service inquiries• Transactional data | <ul style="list-style-type: none">• CSAT• NPS• Renewals• Unsubscribe rate |