Ideation Phase: Customer Journey Map

Phase	Entice	Enter	Engage	Exit	Extend
Goal	Awareness of the system	Getting started	Resolving the issue	Finalizing the case	Post-resolution
Steps	John encounters a product defect and looks for a way to complain	Visits the platform, signs up, and fills out the registration form	Submits the complaint details, attachments, and interacts with Agent Sarah via chat	Receives the resolution offer (refund/replacement) and notification	Provides feedback on the experience with the agent and system.
Interactions	**Digital:** Search engine or company website.	**Digital:** Web UI sign-up page; **People:** Receives verification email.	**People:** Chat with Sarah; **Things:** Complaint form, messaging window	**Things:** Real-time dashboard update and email notification	**Digital:** Feedback form in the dashboard.
Goals & Motivations	"Help me find a central place to report this defect".	"Help me create a secure account quickly"	"Help me explain the problem clearly and get an update".	"Help me understand the solution offered"	"Help me share my satisfaction with the process".
Positive Moments	Discovering a professional management system.	Receiving a confirmation email instantly.	Real-time interaction with a human agent through the chat window.	Getting a prompt resolution (refund or replacement).	Feeling heard and valued as a customer.
Negative Moments	Frustration with the defective item	Anxiety about the security of personal data.	Waiting for an agent to be assigned	Worrying if the offered resolution is fair.	None (if resolution is

			by the admin.		successful).
Areas of Opportunity	SEO optimization to make the portal easy to find.	Adding Social Login (Gmail/LinkedIn) to speed up registration.	Implementing AI routing to assign agents faster	Providing clear instructions on how to claim the refund/replacement.	Using feedback to improve agent training and system security