

PROJECT DESIGN PHASE -II

CUISTOMER JOURNEY MAP

DEFINITION:

A good customer journey map includes all the touch pointes where a customer interact with the brand. It should include the varies stages of the marketing and sales cycle, customer touch points across your product and website and map out customer's actions, thoughts, and feelings at each stage.

Customer journey app:

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?
Steps What does the person (or group) typically experience?	AWARENESS The school administrator becomes aware of the need for a school management application.	RESEARCH They explore various web case studies and user information.	CONTACT Enquire about the further process.
Interactions What interactions do they have at each step along the way? ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use?	Consultation proposal Decision		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Streamline administrative tasks. Enhance communication.		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Efficiency gains. Data centralization.		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Initial resistance. Data migration challenges. Technical issues.		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	User-friendly interfaces. Multilingual support.		

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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