

Customer experience journey map

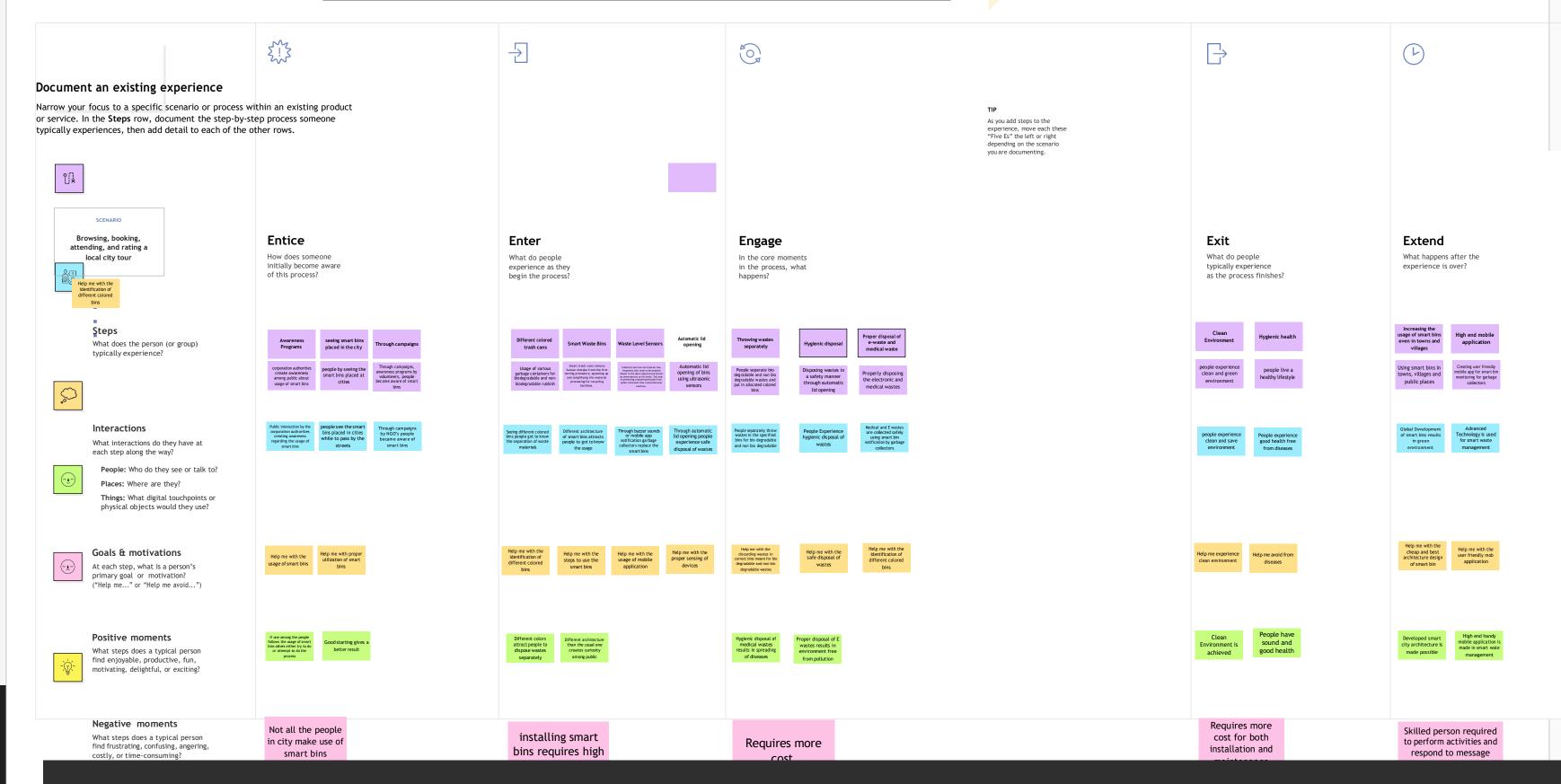
Use this framework to better understand customer needs, motivations, and obstacles by the spating a key separation or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership wit



Project Design Phase-II Customer Journey Map

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Maximum Marks	4 Marks



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