

PROJECT DESIGN PHASE II
CUSTOMER JOURNEY MAP

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|---------------|--|
| DATE | 09 NOVEMBER 2022 |
| TEAM ID | PNT2022TMID12567 |
| PROJECT NAME | Predicting the Energy Output of wind Turbine Based on Weather Condition |
| MAXIMUM MARKS | 2 MARKS |

CUSTOMER JOURNEY MAP:

A customer journey map is a visual representation of a customer's experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions. This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.



Customer experience journey map

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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Document an existing experience

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.

TIP
As you add steps to the experience, move each from "What's the user right doing?" to "What's the user right doing?" as you are documenting.

| Stages | Entice | Enter | Engage | Exit | Extend |
|--|--|---|---|--|--|
| Stages | How does someone initially become aware of this process? | What do people experience as they begin the process? | In the case moments, in the process, what happens? | What do people typically experience as the process finishes? | What happens after the experience is over? |
| Steps What does the person (or group) typically experience? | <p>Background actions</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Registration</p> <p>Creating an account</p> <p>Logging in</p> | <p>Discovery</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Completion</p> <p>Completing the process</p> <p>Completing the process</p> <p>Completing the process</p> | <p>Post-completion</p> <p>Post-completion actions</p> <p>Post-completion actions</p> <p>Post-completion actions</p> |
| Interactions What interactions (or they have) at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? | <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Registration</p> <p>Creating an account</p> <p>Logging in</p> | <p>Discovery</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Completion</p> <p>Completing the process</p> <p>Completing the process</p> | <p>Post-completion</p> <p>Post-completion actions</p> <p>Post-completion actions</p> |
| Goals & motivations At each step, what is a person's primary goal or motivation? (Think "me," or "I'd like to see...") | <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Registration</p> <p>Creating an account</p> <p>Logging in</p> | <p>Discovery</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Completion</p> <p>Completing the process</p> <p>Completing the process</p> | <p>Post-completion</p> <p>Post-completion actions</p> <p>Post-completion actions</p> |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Registration</p> <p>Creating an account</p> <p>Logging in</p> | <p>Discovery</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Completion</p> <p>Completing the process</p> <p>Completing the process</p> | <p>Post-completion</p> <p>Post-completion actions</p> <p>Post-completion actions</p> |
| Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming? | <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Registration</p> <p>Creating an account</p> <p>Logging in</p> | <p>Discovery</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Completion</p> <p>Completing the process</p> <p>Completing the process</p> | <p>Post-completion</p> <p>Post-completion actions</p> <p>Post-completion actions</p> |
| Areas of opportunity How might we make each step better? What needs do we have? What have others suggested? | <p>Discovering the product or service</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Registration</p> <p>Creating an account</p> <p>Logging in</p> | <p>Discovery</p> <p>Discovering the product or service</p> <p>Discovering the product or service</p> | <p>Completion</p> <p>Completing the process</p> <p>Completing the process</p> | <p>Post-completion</p> <p>Post-completion actions</p> <p>Post-completion actions</p> |