

# Project Design Phase-II Customer Journey Map

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Project Name	Chatbot for college management system

Template

## 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 summarise interviews and observations with real people rather than relying on your hunches or assumptions.

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## PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP

**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 scenario typically experienced, then add detail to each of the other rows.

	Entice	Enter	Engage	Exit	Extend
<b>Scenario</b>	Browsing, looking, attending, and visiting local city tour				
<b>Entice</b> How does someone first become aware of the service?	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				
<b>Enter</b> What is the page experience trying to get the customer to do?					
<b>Engage</b> How do customers interact with the support?					
<b>Exit</b> What is the page typically ending in the process flow?					
<b>Extend</b> What happens after the experience is over?					
<b>Steps</b> What does the user do to get to the next step?	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				
<b>Interactions</b> What interactions does the customer have with the service?	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				
<b>Goals &amp; motivations</b> What does the user want to achieve? (What do they want to do?)	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				
<b>Positive moments</b> What are the positive moments in the experience? (What do they love?)	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				
<b>Negative moments</b> What are the negative moments in the experience? (What do they hate?)	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				
<b>Areas of opportunity</b> How might someone see the service? (What do they want to do?)	<p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p> <p>How does someone first become aware of the service?</p>				