

Project Design Phase-II

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID30537
Project Name	AI Based Discourse for Banking Industry

PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP

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.

	Entice	Enter	Engage	Exit	Extend
 Entice How do customers find the experience? (What's the hook?)	 Enter What happens as customers begin to explore? (What's the onboarding?)	 Engage What happens as customers begin to interact? (What's the support?)	 Exit What happens as customers leave the experience? (What's the goodbye?)	 Extend What happens after the experience is over? (What's the follow-up?)	
Steps What does the entire process look like? (What's the flow?)	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="background-color: #f8d7da; padding: 5px; margin-bottom: 5px;"> Step 1 Customer arrives at the experience. </div> <div style="background-color: #f8d7da; padding: 5px; margin-bottom: 5px;"> Step 2 Customer is greeted by the host. </div> <div style="background-color: #f8d7da; padding: 5px; margin-bottom: 5px;"> Step 3 Customer is shown the menu. </div> </div> <div style="width: 45%;"> <div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> Step 4 Customer places an order. </div> <div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> Step 5 Customer receives the order. </div> <div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> Step 6 Customer pays for the order. </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 7 Customer interacts with the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 8 Customer explores the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 9 Customer places an order. </div> </div> <div style="width: 45%;"> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 10 Customer receives the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 11 Customer pays for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 12 Customer leaves the experience. </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 13 Customer interacts with the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 14 Customer explores the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 15 Customer places an order. </div> </div> <div style="width: 45%;"> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 16 Customer receives the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 17 Customer pays for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 18 Customer leaves the experience. </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 19 Customer interacts with the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 20 Customer explores the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 21 Customer places an order. </div> </div> <div style="width: 45%;"> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 22 Customer receives the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 23 Customer pays for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Step 24 Customer leaves the experience. </div> </div> </div>	
Interactions What happens as customers interact with the experience? (What's the service?)	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 1 Customer is greeted by the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 2 Customer is shown the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 3 Customer places an order. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 4 Customer receives the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 5 Customer pays for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 6 Customer leaves the experience. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 7 Customer interacts with the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 8 Customer explores the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 9 Customer places an order. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 10 Customer receives the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 11 Customer pays for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 12 Customer leaves the experience. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 13 Customer interacts with the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 14 Customer explores the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Interaction 15 Customer places an order. </div>
Goals & motivations What does the customer want to achieve? (What's the goal?)	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 1 Customer wants to enjoy the experience. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 2 Customer wants to learn more. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 3 Customer wants to interact with the host. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 4 Customer wants to explore the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 5 Customer wants to place an order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 6 Customer wants to receive the order. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 7 Customer wants to pay for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 8 Customer wants to leave the experience. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 9 Customer wants to interact with the host. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 10 Customer wants to explore the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 11 Customer wants to place an order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 12 Customer wants to receive the order. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 13 Customer wants to pay for the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 14 Customer wants to leave the experience. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Goal 15 Customer wants to interact with the host. </div>
Positive moments What happens as customers interact with the experience? (What's the highlight?)	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Moment 1 Customer is greeted by the host. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Moment 2 Customer is shown the menu. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Moment 3 Customer places an order. </div>	<div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Moment 4 Customer receives the order. </div> <div style="background-color: #d1ecf1; padding: 5px; margin-bottom: 5px;"> Moment 5 Customer pays for the order. </</div>			

