

Project Design Phase-II

Customer / User Journey Maps

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A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, livechat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimize and personalize the customer experience

Journey Steps Which step of the experience are you describing?	Discovery	Registration	Onboarding and First Use	Sharing
Actions What does the customer do? What information do they look for? What is their context?	Prediction of weather for the next 48hours for every locations accordingly.	Choose a plan connect with Google Account Want to predict the energy	customer should upload required data Detect location by GPS and network Set up your project plan Giving Feedbacks	Displays all forecasting information of weather Share Settings Download weather Forecast for free and experience
Needs and Pains What does the customer want to achieve or avoid?	Precise prediction Avoid Latency	Confidentiality with customer data Providing services Not giving confirmation message	Addressing customer's question & concerns How to initiate the process? Ensuring customer satisfaction Fix minor bugs	Real time update widget Meteorological disaster warning Accurate Power reports
Touchpoint What part of the service do they interact with?		Giving instruction modules A mail giving confirmation Verifying accounts once registered	User Friendly Interface Help Centre Materials so comprehensive	accurate weather information for anytime Optimized loading weather information It is totally free
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	🙄	😊	😊	🤖
Backstage				
Process ownership Who is in the lead on this?	Industrialist 🧑‍🏭	Household user 🧑	Industrialist 🧑‍🏭	Industrialist 🧑‍🏭

