

Project Design Phase-II

Customer journey Map

Date	3 OCTOBER 2022
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Project Name	Virtual eye – lifeguard for swimming pools for active drowning
Maximum Marks	4 Marks

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.

Product School

Show template feedback

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.

	Discover	Enter	Engage	Exit	Extend
Discover How do you know you're here?					
Enter How do you enter the product?					
Engage What do you do once you're in the product?					
Exit How do you leave the product?					
Extend What happens after the experience is over?					
Steps What are the steps in your process?					
Interactions What interactions do you have with the product?					
Goals & motivations What are your goals and motivations?					
Positive moments What are the positive moments in your experience?					
Negative moments What are the negative moments in your experience?					
Areas of opportunity What are the areas of opportunity in your experience?					

Need some inspiration?

Check out our [customer journey map examples](#).