

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY

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|---------------|---|
| TEAM ID | PNT2022TMID20013 |
| PROJECT NAME | Hazardous Area Monitoring for Industrial Plant powered by IoT |
| MAXIMUM MARKS | 4 marks |

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 summarize interviews and conversations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Now you have to record a scenario or process within an existing product or service. If the Steps row doesn't fit, use by-step process to capture typical experiences. Then add detail to each of the other rows.

Steps

What are the main steps in the process?

What is the main goal of the process?

What are the main steps in the process?

What are the main steps in the process?

Entice

How does the customer feel about the product?

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

Enter

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

Engage

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

Exit

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

Extend

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?

What is the customer's initial reaction?