

PROJECT DESIGN PHASE II
CUSTOMER JOURNEY MAP

DATE	7 OCTOBER 2022
TEAM ID	PNT2022TMID15599
PROJECT NAME	Predicting the energy output of wind turbine based on weather condition
MAXIMUM MARKS	2 MARKS

CUSTOMER JOURNEY MAP:

A customer journey map is a visual representation of a customer's experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions. This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.



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.

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1

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.

TIP
As you fill steps in the experience, note which three "moments" you are most disappointed in the scenario you are encountering.

Scenario Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin in the process?	Engage In the user experience, in the process, what happens?	Exit What do people typically experience as the process finished?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience? 1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. See a friend's post on Instagram 2. See a friend's post on Facebook 3. See a friend's post on Twitter 4. See a friend's post on LinkedIn 5. See a friend's post on YouTube 6. See a friend's post on TikTok 7. See a friend's post on Snapchat 8. See a friend's post on Messenger	1. Sign up for the tour 2. Enter the tour 3. Log in	1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. Exit the tour 2. Log out 3. Receive confirmation email 4. Arrive at the meeting point 5. Meet the guide 6. Take the tour 7. Rate the tour	1. Receive confirmation email 2. Arrive at the meeting point 3. Meet the guide 4. Take the tour 5. Rate the tour
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	1. See a friend's post on Instagram 2. See a friend's post on Facebook 3. See a friend's post on Twitter 4. See a friend's post on LinkedIn 5. See a friend's post on YouTube 6. See a friend's post on TikTok 7. See a friend's post on Snapchat 8. See a friend's post on Messenger	1. Sign up for the tour 2. Enter the tour 3. Log in	1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. Exit the tour 2. Log out 3. Receive confirmation email 4. Arrive at the meeting point 5. Meet the guide 6. Take the tour 7. Rate the tour	1. Receive confirmation email 2. Arrive at the meeting point 3. Meet the guide 4. Take the tour 5. Rate the tour
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me," or "I help me avoid...")	1. See a friend's post on Instagram 2. See a friend's post on Facebook 3. See a friend's post on Twitter 4. See a friend's post on LinkedIn 5. See a friend's post on YouTube 6. See a friend's post on TikTok 7. See a friend's post on Snapchat 8. See a friend's post on Messenger	1. Sign up for the tour 2. Enter the tour 3. Log in	1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. Exit the tour 2. Log out 3. Receive confirmation email 4. Arrive at the meeting point 5. Meet the guide 6. Take the tour 7. Rate the tour	1. Receive confirmation email 2. Arrive at the meeting point 3. Meet the guide 4. Take the tour 5. Rate the tour
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	1. See a friend's post on Instagram 2. See a friend's post on Facebook 3. See a friend's post on Twitter 4. See a friend's post on LinkedIn 5. See a friend's post on YouTube 6. See a friend's post on TikTok 7. See a friend's post on Snapchat 8. See a friend's post on Messenger	1. Sign up for the tour 2. Enter the tour 3. Log in	1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. Exit the tour 2. Log out 3. Receive confirmation email 4. Arrive at the meeting point 5. Meet the guide 6. Take the tour 7. Rate the tour	1. Receive confirmation email 2. Arrive at the meeting point 3. Meet the guide 4. Take the tour 5. Rate the tour
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	1. See a friend's post on Instagram 2. See a friend's post on Facebook 3. See a friend's post on Twitter 4. See a friend's post on LinkedIn 5. See a friend's post on YouTube 6. See a friend's post on TikTok 7. See a friend's post on Snapchat 8. See a friend's post on Messenger	1. Sign up for the tour 2. Enter the tour 3. Log in	1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. Exit the tour 2. Log out 3. Receive confirmation email 4. Arrive at the meeting point 5. Meet the guide 6. Take the tour 7. Rate the tour	1. Receive confirmation email 2. Arrive at the meeting point 3. Meet the guide 4. Take the tour 5. Rate the tour
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	1. See a friend's post on Instagram 2. See a friend's post on Facebook 3. See a friend's post on Twitter 4. See a friend's post on LinkedIn 5. See a friend's post on YouTube 6. See a friend's post on TikTok 7. See a friend's post on Snapchat 8. See a friend's post on Messenger	1. Sign up for the tour 2. Enter the tour 3. Log in	1. Browse city tours 2. Select a tour 3. Book the tour 4. Receive confirmation email 5. Arrive at the meeting point 6. Meet the guide 7. Take the tour 8. Rate the tour	1. Exit the tour 2. Log out 3. Receive confirmation email 4. Arrive at the meeting point 5. Meet the guide 6. Take the tour 7. Rate the tour	1. Receive confirmation email 2. Arrive at the meeting point 3. Meet the guide 4. Take the tour 5. Rate the tour