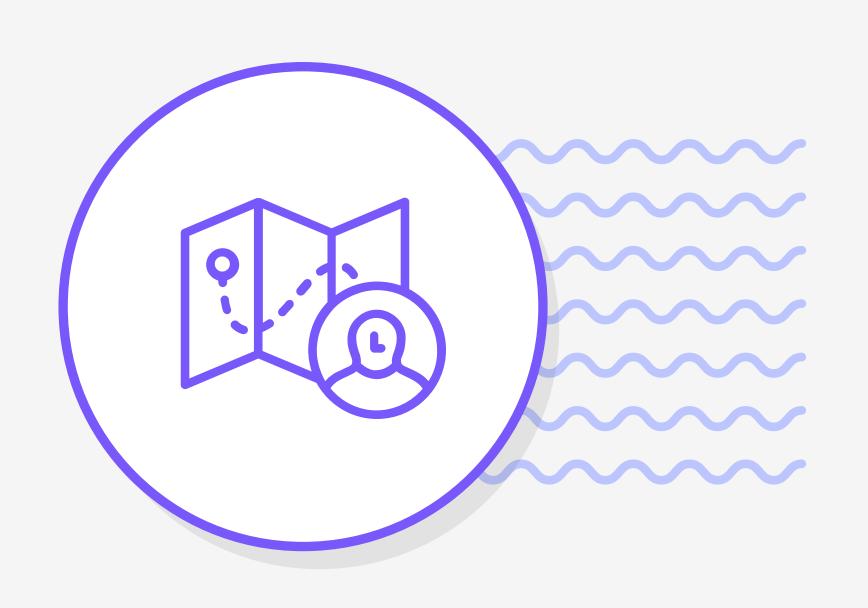
PROJECT DESIGN PHASE II CUSTOMER JOURNEY MAP

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PROJECT NAME	Global Sales Data Analytics
TEAM MEMBERS	Harees S, Aneesh S, Mukesh V, Rithish B

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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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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

