

## Project Design Phase-II Customer Journey Map

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Team ID	PNT2022TMID06047
Project Name	Project - Corporate Employee Attrition Analytics
Maximum Marks	4 Marks

## Customer Journey Map

**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."

**Document an existing experience**

Now you focus on 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.

**Canvas Structure:**

- Columns (Stages):** Enter, Engage, Exit, Extend.
- Rows (Dimensions):**
  - Context:** Existing building, attending an event, local city tour.
  - Steps:** What does the person do (and typically experience)?
  - Interactions:** What interactions does the person have (and typically feel)?
  - Goals & motivations:** What does the person want to achieve (and typically feel)?
  - Positive moments:** What stage does the person want to experience (and typically feel)?
  - Negative moments:** What stage does the person want to avoid (and typically feel)?
  - Areas of opportunity:** Where are the greatest opportunities for improvement (and typically feel)?

**Example Content:**

- Enter:** How does someone initially become aware of the process? (e.g., social media, word of mouth)
- Engage:** What do people experience as they begin the process? (e.g., initial contact, information gathering)
- Exit:** What do people typically feel about the process at the end? (e.g., satisfaction, feedback)
- Extend:** What happens after the experience is over? (e.g., follow-up, repeat business)

**Legend:**

- Context:** Existing building, attending an event, local city tour.
- Steps:** What does the person do (and typically experience)?
- Interactions:** What interactions does the person have (and typically feel)?
- Goals & motivations:** What does the person want to achieve (and typically feel)?
- Positive moments:** What stage does the person want to experience (and typically feel)?
- Negative moments:** What stage does the person want to avoid (and typically feel)?
- Areas of opportunity:** Where are the greatest opportunities for improvement (and typically feel)?