Project Design Phase – 1

Customer Journey Map

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Project Name	DemandEst - AI powered Food Demand Forecaster

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

Document an existing experience

We use your focus in a specific scenario or process within an existing product or service. In the **Maps** row, document the step-by-step process someone (usually experiences, then add detail to each of the other rows.

	Entice	Enter	Engage	Exit	Extend
Steps					
Interactions					
Goals & motivations					
Positive moments					
Negative moments					
Areas of opportunity					