

# Project Design Phase-II

## Customer journey Map

Date	3 OCTOBER 2022
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Project Name	Virtual eye – lifeguard for swimming pools for active drowning
Maximum Marks	4 Marks

### 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

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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.

	Discover Researching, testing, exploring, and asking "how do they feel?"	Enter How does the customer enter the process?	Engage What do people experience as they begin the process?	Exit What do people experience as they end the process?	Extend What happens after the experience is over?
<b>Steps</b> What are the steps in your key scenario?					
<b>Interactions</b> 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 objects, technology, or physical spaces could they use?					
<b>Goals &amp; motivations</b> What are the goals and motivations of the people in your scenario? (What do they want to achieve?)					
<b>Positive moments</b> What moments in your process are most enjoyable, useful, or motivating? (What do they love?)					
<b>Negative moments</b> What moments in your process are most frustrating, confusing, or annoying? (What do they hate?)					
<b>Areas of opportunity</b> How might you help each step along the way? (What could you do better?)					

Need some inspiration?

Look at these examples of customer journey maps.

View examples