Early Detection of Chronic Kidney Disease Using Machine Learning

Project Design Phase - 2

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Customer Journey Map

What is a customer journey map?

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, livechat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

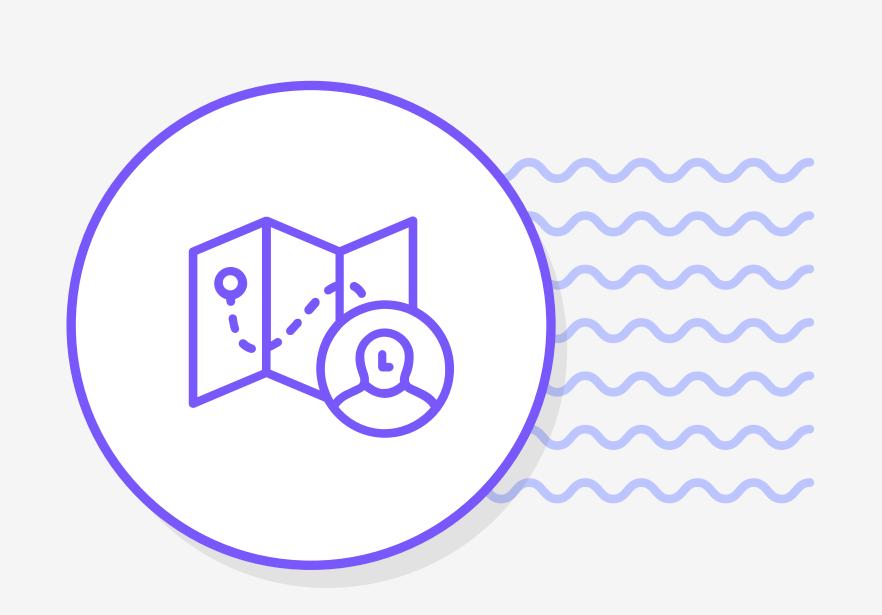
This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimize and personalize the customer experience.

What is customer journey mapping?

Customer journey mapping (also called user journey mapping) is the process of creating a customer journey map, a visual story of your customers' interactions with your brand. This exercise helps businesses step into their customer's shoes and see their business from the customer's perspective. It allows you to gain insights into common customer pain points and how to improve those.

Firstly, all the possible customer touchpoints are mapped out, for instance, a website, social channels, interactions with marketing and sales teams.

User journeys are then created across these various touchpoints for each buyer persona. For example, a millennial buyer persona may typically become aware of a product on social media, research it on the mobile version of your site, and finally make a purchase on a desktop computer.



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.





