













Project Design Phase-II Customer Journey Map

Team ID	PNT2022TMID18318
Project Name	Project – Traffic and Capacity Analytics for Major Ports.

Customer Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Login How do they enter to use?	Onboarding and First Use How can they feel successful?
Actions What does the customer do? What information do they look for? What is their context?		 	   
Needs and Pains What does the customer want to achieve or avoid?	 	  	   
Touchpoint What part of the service do they interact with?	 		  
Customer Feeling What is the customer feeling?			

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