

# 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.

Created in partnership with



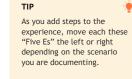


## Document an existing experience

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.

# Predicting The Energy Output Of Wind Turbine Based On Weather Condition

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attending, and rating a



# **Entice**

How does someone initially become aware of this process?

platforms like linked in, instagram and so on.



#### **Enter**

What do people experience as they begin the process?



## **Engage**

In the core moments in the process, what happens?



## Exit

What do people typically experience as the process finishes?

The users can view the final energy output



#### Extend

What happens after the experience is over?



#### Steps

SCENARIO Browsing, booking,

local city tour

What does the person (or group) typically experience?

What interactions do they have at each step along the way?

Places: Where are they?

Goals & motivations At each step, what is a person's

■ People: Who do they see or talk to?

■ Things: What digital touchpoints or physical objects would they use?

Interactions

Visiting wind turbines for information	Social media platforms
Searching for relevant information	Customer might have came across review or advertisement about

People who the customer knows.

Usage of Web Browser

Heard about it from Friends/colleagues

The users will be directed to enter weather condition

The user will be

Testing the model for 70% or higher accuracy

User can download the result

log out of the application

Log out section

Users will be notifed about the updation when new feature is added through mails

Assess the cost and



primary goal or motivation? ("Help me..." or "Help me avoid...")

Good UI that



### **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Fears if it just for some paid promotion and not trustable.

more than one

information about training and prediction

complete understanding of the

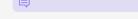
Poor prediction



#### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?





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