## Project Design Phase - II Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID28131
Project Name	Corporate Employee Attrition Analytics
Maximum Marks	4 Marks

## Customer Journey Map:

1 PHASES	DEFINE	COMPARE	NEGOTIATE	SELECT
2 STEPS	<ul> <li>IDEA GENERATION</li> <li>IDEA SCREENING</li> <li>CONCEPT TESTING</li> <li>MARKET RESEARCH</li> <li>PROTOTYPING AND DEVELOPMENT</li> </ul>	<ul> <li>CONSUMERS MAKE COMPARISONS AMONG BRANDS, PRODUCTS, AND PRODUCT CLASSES IN ORDER TO ALLOCATE THEIR BUDGETS.</li> <li>THEY COMPARE ITEMS ON PRICE AND ON THE UTILITY THEY EXPECT TO DERIVE FROM THE ITEMS' FEATURES.</li> </ul>	BE THE FIRST TO MAKE AN OFFER. PART OF BEING A GOOD NEGOTIATOR IS TAKING CONTROL OF THE DEAL.      PROVIDE SET TERMS INSTEAD OF PRICE RANGES.	THE PRODUCT OR SERVICE NEEDS TO BE EFFICIENT FOR THE CUSTOMER BY STREAMLINING A TIME-CONSUMING PROCESS.
3 FEELINGS	<ul> <li>THEY FEEL THE PROBLEM MUST BE SOLVED BY THE PRODUCT.</li> <li>THEY DEFINE THE FEATURES AND THE SERVICES.</li> <li>IT SATISFIES THEIR BUSINESS NEEDS.</li> </ul>	THEY MAKE THE COMPARISON BY IDENTIFYING     THE EFFICIENCY AND FEATURES AND PRICE OF     THE PRODUCT.	<ul> <li>THEY FEEL THAT IS TOO MUCH EXPENSIVE AND OUT OF THEIR BUDGET.</li> <li>THEY CAN'T FIND THE FEATURES WHAT THEY ARE LOOKING FOR.</li> <li>THEY DO NOT TRUST THAT THE PRODUCT WILL BE SUITABLE FOR THEM.</li> </ul>	THEY SELECT BASED ON THE QUALITY, THEIR NEEDS AND BY COMPARING THE PRICE.