

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



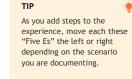


Document an existing experience

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

Team ID: PNT2022TMID14768



Browsing, booking, attending, and rating a local city tour

SCENARIO

Entice

How does someone initially become aware of this process?



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?



Extend

What happens after the experience is over?



Steps

What does the person (or group) typically experience?

Interactions

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

leard about it from

User can downloa the result

The users can view the final energy output

log out of the application

Log out section



Goals & motivations

Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

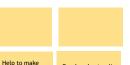
Places: Where are they?

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

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

■ People: Who do they see or talk to?

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

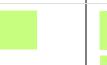














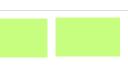




















Negative moments

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



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

Measurement in more than one parameters

