

PROJECT DESIGN PHASE II
CUSTOMER JOURNEY MAP

DATE	08 NOVEMBER 2022
TEAM ID	PNT2022TMID37323
PROJECT NAME	Predicting the energy output of wind turbine based on weather condition
MAXIMUM MARKS	2 MARKS

CUSTOMER JOURNEY MAP:

A customer journey map is a visual representation of a customer's experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions. This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.



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.

TIP
As you add steps to the experience, keep asking: "How will the user get through all the content you are documenting?"

Stages	Entice	Enter	Engage	Exit	Extend
Definition	Browsing, looking, attending, and noting a trial city tour	How does someone initially become aware of this process?	What do people experience as they begin to be processed?	What do people experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	<p>Initial needs analysis</p> <p>Customer needs analysis (what are the needs of the customer?)</p> <p>Customer needs analysis (what are the needs of the customer?)</p>	<p>Registration</p> <p>Confirmation</p> <p>Log in</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use? 	<p>Initial needs analysis</p> <p>Customer needs analysis (what are the needs of the customer?)</p> <p>Customer needs analysis (what are the needs of the customer?)</p>	<p>Registration</p> <p>Confirmation</p> <p>Log in</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>
Goals & motivations At each step, what is a person's primary goal or motivation? (Think "I want..." or "I need...")	<p>Initial needs analysis</p> <p>Customer needs analysis (what are the needs of the customer?)</p> <p>Customer needs analysis (what are the needs of the customer?)</p>	<p>Registration</p> <p>Confirmation</p> <p>Log in</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>
Positive moments What moments in typical person that evokes positive, fun, motivating, delightful, or exciting?	<p>Initial needs analysis</p> <p>Customer needs analysis (what are the needs of the customer?)</p> <p>Customer needs analysis (what are the needs of the customer?)</p>	<p>Registration</p> <p>Confirmation</p> <p>Log in</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>
Negative moments What steps does a typical person find frustrating, confusing, lingering, costly, or time consuming?	<p>Initial needs analysis</p> <p>Customer needs analysis (what are the needs of the customer?)</p> <p>Customer needs analysis (what are the needs of the customer?)</p>	<p>Registration</p> <p>Confirmation</p> <p>Log in</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>
Areas of opportunity How might we make each step better? What needs do we have? What have others suggested?	<p>Initial needs analysis</p> <p>Customer needs analysis (what are the needs of the customer?)</p> <p>Customer needs analysis (what are the needs of the customer?)</p>	<p>Registration</p> <p>Confirmation</p> <p>Log in</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>	<p>Discovery</p> <p>Get the user profile</p> <p>Get the user profile</p> <p>Get the user profile</p>