# 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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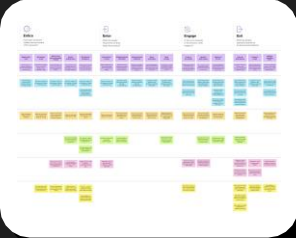
Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

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.

PROJECT DESIGN PHASE-II
CUSTOMER JOURNEY MAP

PNT2022TMID10377 - AI BASED DISCOURSE FOR BANKING INDUSTRY

	SCENARIO Browsing, booking, attending, and rating a local city tour	**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?		Quick response to Banking Queries / Saves Time / Avoidance of Manual visiting to BANKS — Banking chatbots can take over the mundane, nonrevenue-generating tasks and support multiple customers at the same time. / Chatbots help save time by asking basic customer queries, so the customer support employees have more time to focus on complex questions. / Using chatbots can avoid customers to visit banks each and every time physically and saves their effort.	Simple UI — text on a screen to the buttons and menus that are used to control a chatbot. The chatbot UI allows users to send messages and tell it what they want it to do.	Asking Query / Personal banking / Quick information / Customer comfortable — Asking Query chatbots for clarification on their issue and questions. / Banks are opting for chatbots to create a personalized banking experience. Banking bots are reducing the waiting time and other related paperwork. / chatbots into their customer service to provide a quick reply to their clients who are becoming increasingly comfortable with technology. / Consumers can ask them anytime and from any location, but more importantly, they can ask queries as many times as they want.	Received response — Customer will receive clarification on their inquiry as soon as they have finished asking the chatbot.	Consumer contentment — Once the customer's question is answered, they will be happy. If not, they can speak with a customer service representative to receive more information.
Interactions What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?		People will interact with virtual Banking assistant. / People will interact with the dashboard on the web page. / People will use Watson Assistant.	Customer will interact with the various options provide in the chatbot from which they choose with which function they want to proceed	Customer will interact with the options available in the chatbot from which the customer and chatbot engage to do the required customer task fastly	Customer will interact with the feedback form for the session provided by the chatbot.	Customer can exit the chatbot or access again if they need the chatbot function again
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")		Help me to clarify at anytime / Chatbot should cover all the query / Help me avoid irrelevant information. / Help me to clarify my doubts	Help me avoid human help / Help me to avoid waiting in line / Help me to have more conversations	The Bot should be able to answer queries regarding net banking / The Bot should be able to answer loan queries / It answers customers' requests immediately / The Bot should be able to guide a customer to create a bank account / The Bot should be able to guide a customer to create a bank account	It asks whether our doubts are cleared or if we want to use the service again / It also gives customers additional options to contact their bank branch. / It also properly ends the conversation by way of farewell	The chatbot can meet that goal and enhance their experience / Customers are no longer waiting weeks, days, hours, or even minutes for an employee to help them. / It simplifies the internal organization and access and search for information
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		The chatbot will be more enjoyable to the customer if it's free to use. / They are overjoyed if they discover this chatbot for simple banking. / customers are eager to adopt new technology	Customers are excited about using seamless customer service. / When a consumer sees that there is no registration procedure necessary, they are relieved. / When a consumer sees that there is no registration procedure necessary, they are relieved.	chatbot UI should be easy to use and understand. It should also be visually appealing so that users enjoy interacting with it. / The customer will be happy to get an instant response to any query without any delay. / Customers are pleased to have many options for their inquiries. / Customers enjoy interacting with the bot since they don't become annoyed by their constant questions.	As they exit, chatbots motivate customers to use next-generation technology. / As they exit, given that their data isn't stored, it makes customers feel at ease. / Chatbots make using them more comfortable since they eliminate face-to-face interactions from beginning to end.	The customer feels delighted and gets enlightened after finishing using the chatbot / Make the chatbot's behaviour more enjoyable so that users will return anytime they like. / After their questions were answered, customers no longer felt anxious.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		A consumer will feel upset if a bank charges a user to utilise a chatbot. / Some chatbot features cost a lot of money yet provide good accuracy. / concern about security and privacy breaches.	Some customers may find using chatbots to be confusing. / People with disabilities can't utilise this website correctly. / The lack of a registration mechanism causes them to be feared.	If the bot isn't working correctly, the consumer will be angry. / When the chatbot's response is inaccurate, it will be helpless for the user to seek a solution. / It takes a lot of time to look for reliable information. / When a bot crashes, they sometimes have to restart, which aggravates customers.	Customers get unsatisfied when they don't get the correct answer at the end of the conversation. / If the bot ends the chat too soon, the consumer gets unhappy. / customers get dissatisfied The chatbot's dialogue with the user wasn't	Sometimes the chatbot offers vague information, which causes customers to be confused. / occasionally, chatbots neglect to consider client insight. / Chatbots frequently fail to comprehend natural language, which makes users angry all the time.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Considering better security / Easy accessibility to every customers / 24/7 Availability	Easy to access FAQ / Customization in user interface / Suggesting relevant solution to query	Relevant information and increased conversation / Seamless Communications / Well-trained with FAQs	Option to speak to a human agent / Quicker help across the platform / Conversation Preview	End to end encrypted conversaion / Ability to Learn from previous conversation / Easy accessibility to every customers