PROJECT DESIGN PHASE II

CUSTOME JOURNEY MAP

DATE	19 OCTOBER 2022
TEAM ID	PNT2022TMID13687
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 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, move each of the "Five Es" to the left or right depending on the scenario you are documenting.

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?					
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?					
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")					
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?					