# PROJECT DESIGN PHASE II

### **CUSTOME JOURNEY MAP**

**DATE** 19 OCTOBER 2022

**TEAM ID** PNT2022TMID13687

Predicting the energy output of wind turbine based on weather condition PROJECT NAME

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 yes 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.

Product School



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.



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Goals & motivations At each stay, what is a person's privacy goal or motivation? ("Help me_" or "Help me wheel.")	Very name of the control of the cont	Combinitions of the contract o	Note an entire that the state of the state o	Make the second	felice no by granus and by
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Areas of opportunity How risigs we make each step better? What loses do see have? What have others suggested?	Regard to enter the state of th	halfyig for tallerges (list)  Similar and professional an	Burity of the come and the department of the common of a department on the common of a department of the common of		Sold an will be seen substantial franchis seen seen seen seen seen seen seen se