

## 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

Product School

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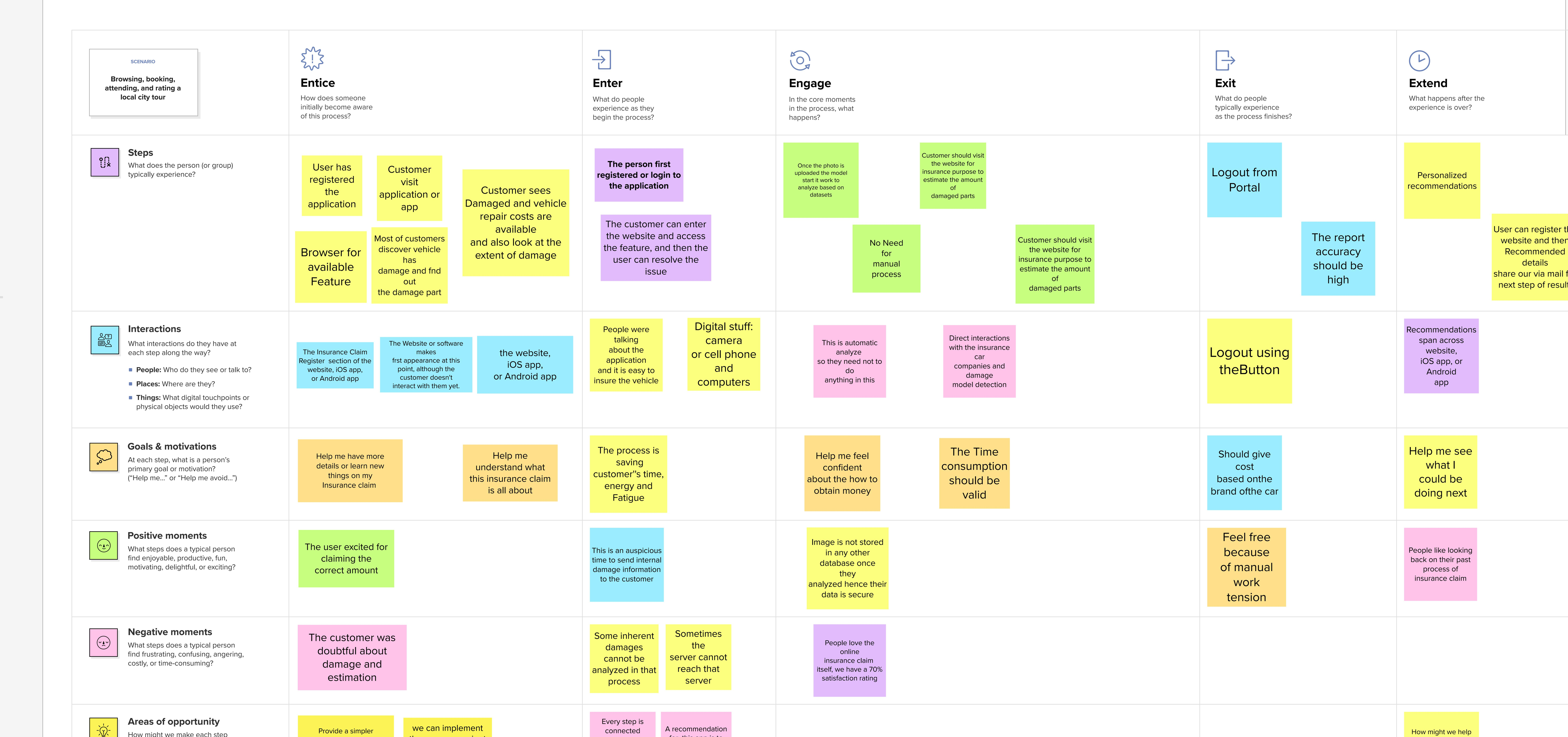
Date :03 October 2022
Teamld:PNT2022TMID14840
Project Name: Intelligent Vehicle Damage
Assessment and
Cost Estimator for Insurance Companies
Maximum Marks: 4 Marks

## Document an existing experience

better? What ideas do we have?

What have others suggested?

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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the user convenient

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