



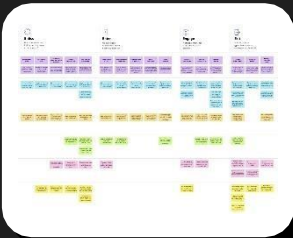
Customer experience journey map

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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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

Date	19 September 2022
Team ID	PNT2022TMD26604
Project Name	Smart Waste Management System for metropolitan cities
Maximum Marks	2 marks

