

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 wit



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inspiration?

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

Open example

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Document an existing experience

Browsing, booking, attending, and rating a

local city tour

Steps

Interactions

What does the person (or group)

What interactions do they have at each step along the way?

Places: Where are they?

Goals & motivations

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

People: Who do they see or talk to?

Things: What digital touchpoints or physical objects would they use?

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.

Entice

How does someone

initially become aware of this process?

Not all the people

in city make use of

smart bins

Creative awareness

in attractive way results in better

usage of smart bins

seeing smart bins placed in the city

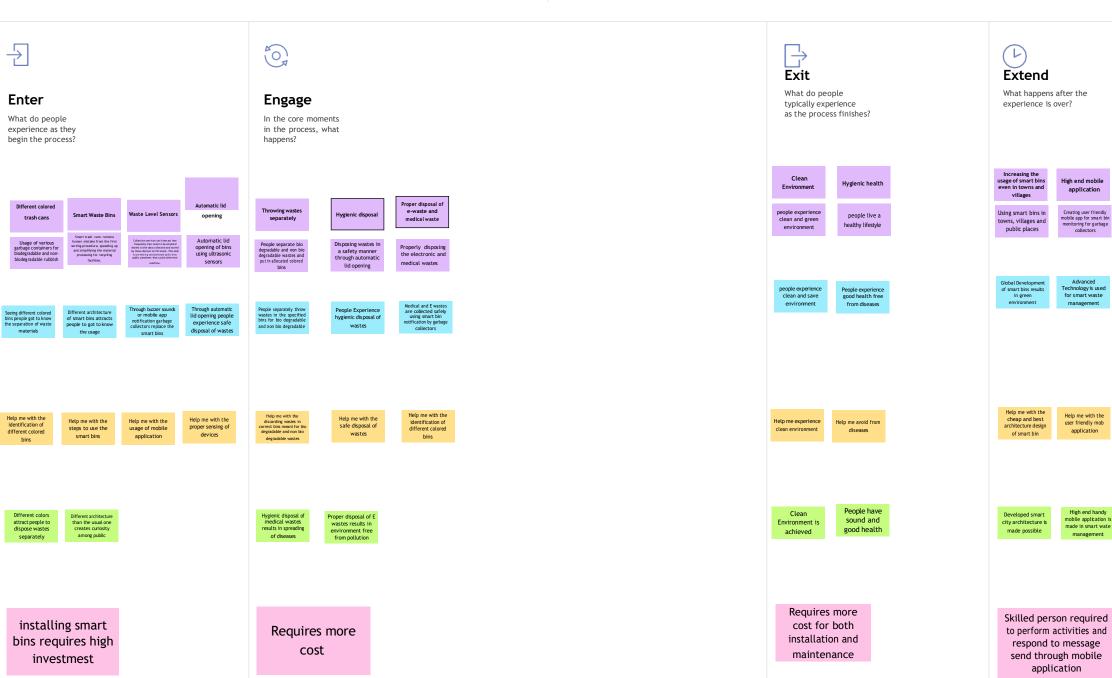
Public interaction by the corporation authorities bins placed in cities by NGO's people creating awareness regarding the usage of streets while to pass by the streets smart bins streets smart bins s

Project Design Phase - II Customer Journey Map

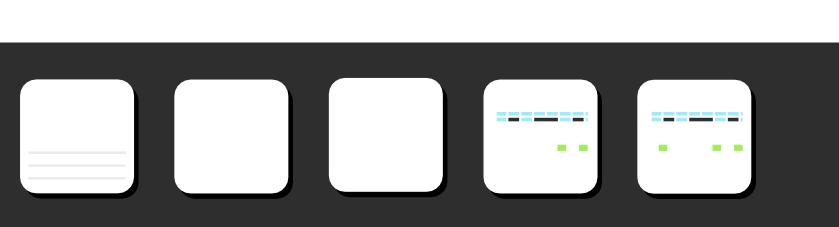
Date	19 September 2022
Team ID	PNT2022TMID26604
Project Name	Smart Waste Management System for metropolitan cities
Maximum Marks	2 marks

Explaining the advantages of using

smart bins to people



Creating user friendly mobile application and cost effective smart bins



Differently modelled colorful bins attracts people to make use

of smart bins