

PROJECT DESIGN PHASE II

CUSTOMER JOURNEY MAP

DATE	7 OCTOBER 2022
TEAM ID	PNT2022TMID03363
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.

