

PROJECT DESIGN PHASE II

CUSTOMER JOURNEY

DATE	16 October 2022
TEAM ID	PNT2022TMID51072
PROJECT NAME	Virtual Eye - Life Guard For Swimming Pools To Detect Active Drowning
MAXIMUM MARKS	2 Marks

CUSTOMER JOURNEY MAP *Shopping for a New Car*



EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations

