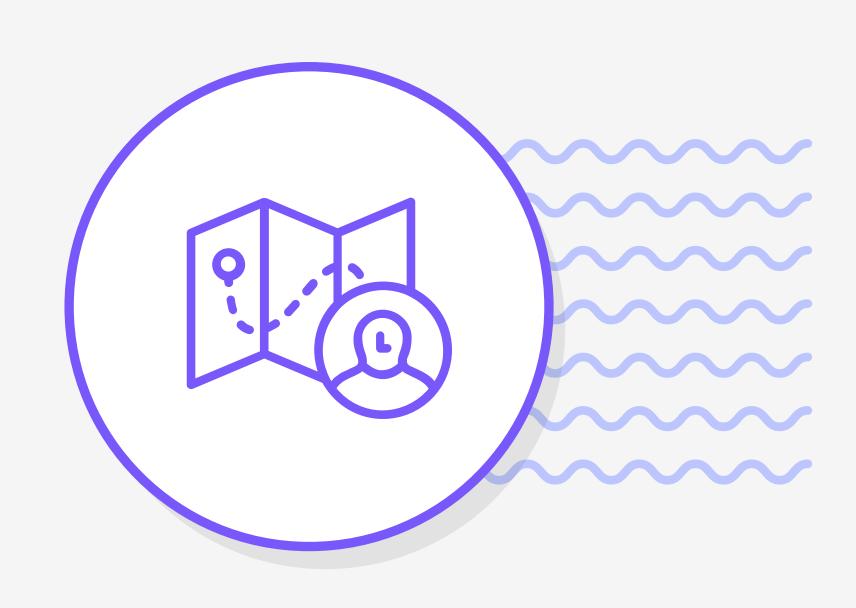
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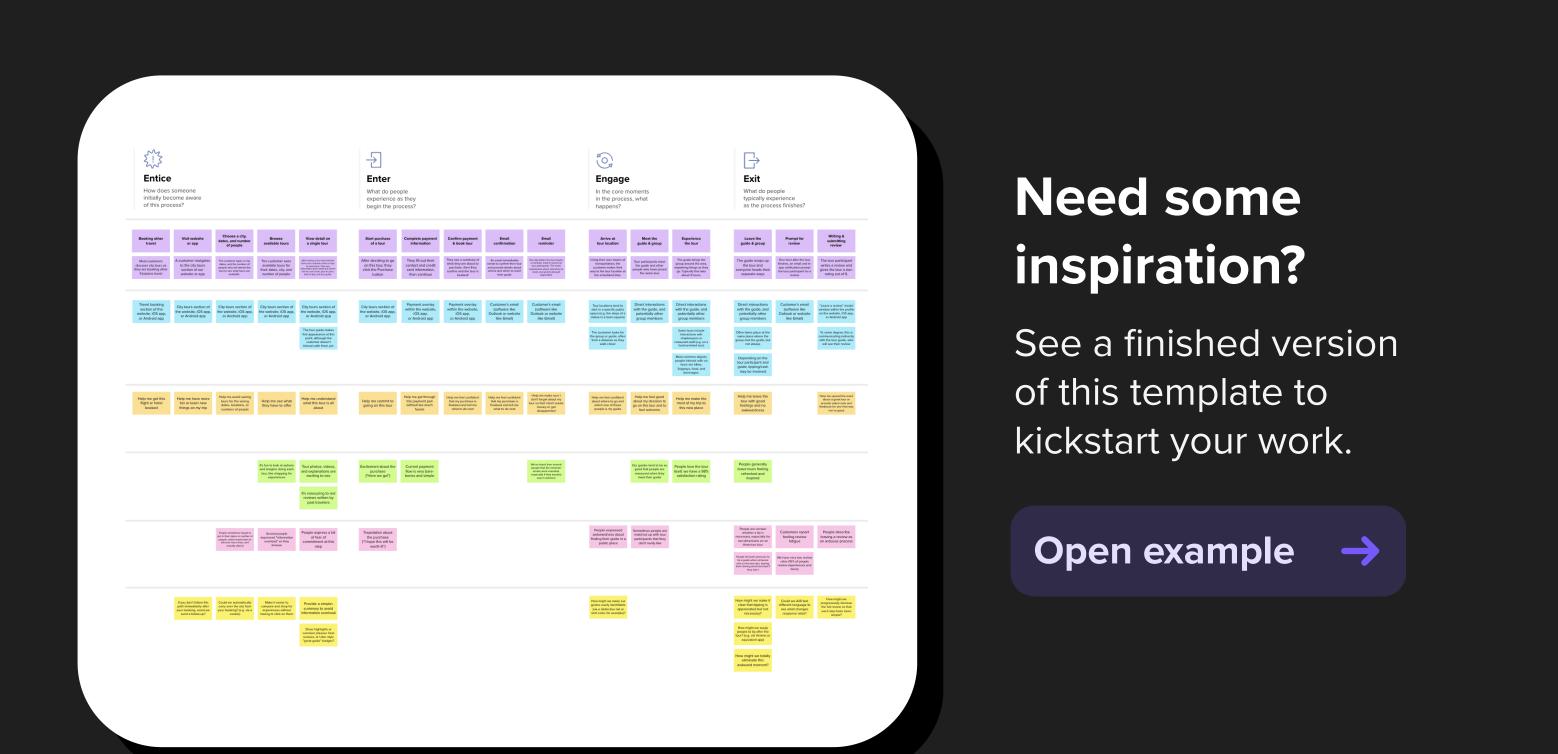
Customer experience journey map

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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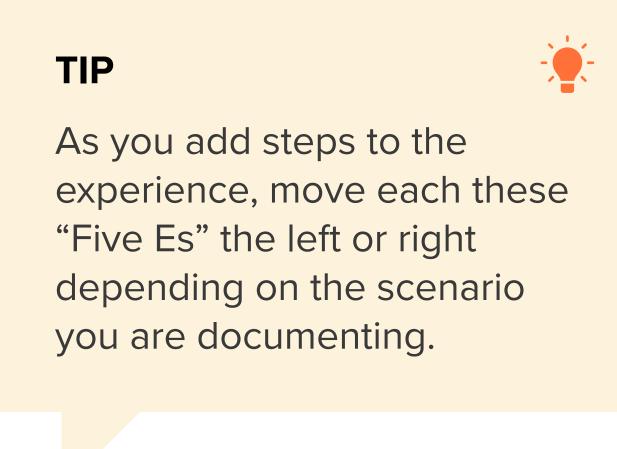
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Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	When having discussions with other wind energy producers Advertisements From TNEB Come across to the website when browsing in online	Customers prompted to create account Resets password if password is being forgotten Notification on successful/failure account creation Verify the email ids using OTP received in mail. Login with the credentials	Navigating through the website Pinning the location in maps or type the location of the windmill Updating actual energy output obtained (only for users who have already made prediction before in the software Pinning the location in maps or type the location of the windmill Prediction made automatically after collecting wind and weather live data and with the dataset	Able to download the prediction in pdf/png form Logout from website	Changing data parameters if any changes made in wind farm Share feedback of the software with others
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Asking field experts (Offline) Contacting experts online through professional platforms Asking TNEB	Contact Admin Contact Customer Support	Make Prediction View the Prediction View previous predicted values and actual output values	View the downloaded prediction file Share the prediction to their customers and management	View monthly/yearly prediction tables and actual output values View previous prediction values and actual output values
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me find the software which predicts the energy output of wind turbine with higher accuracy Help me find reviews about the software to know how accurate actually it is from that software's claim Help me find existing users contact info if possible to learn more about the software about the software to know how accurate actually it is from that software's claim	Help me create an account successfully Help me to know about different features given in the website	Help me view the previous prediction values and actual output values	Help me download the prediction	Help me view previous prediction values and actual values
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Happy that the software met the expectations Satisfied that they can satisfy their customers Happy that the unreliable power can be made more reliable using prediction software	Successfully creating account Successful login Excitement in completing registration process Happy and curious about the features provided in the software	Happy that prediction is made successfully Happy that they can set demands from their consumers based on predicted value Satisfied when predicted value shows that expected demand can be genrated Satisfied when predicted value shows that expected demand can be genrated	Happy that the prediction can be made offline	Happy to see the predicted values and actual values and accuracy Happy to see the predicted results of monthly/ yearly
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Getting contact with professional to ask regarding this Finding the prediction software which gives best accuracy in online Fears the reviews are paid not legit Finding the prediction software which gives best are fake Fears the reviews are fake	Not being able to register/create account successfully Not being to able to login successfully Fears about the security of the website	Fears that predicted value might not be highly accurate Fears that due to unexpected weather changes and outages might affect the predicted value Fears that due to unexpected weather changes and outages might affect the predicted value Fears expected power can't be generated		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Sending our software to field experts, TNEB to get more opinions and suggestions Allowing only verified existing user to review the software	Building website with latest security features Upgrading the website regularly based on latest threats Frequent monitoring and scaling network width based on network traffic Frequent monitoring and scaling network width based on network traffic	Using ML algorithm which gives high accuracy for the data parameters used Giving prior notification system feature to customers for them to intimate their customers if expected power can't be generated due to unexpected weather and outages	Providing feature to download prediction	Review Section to add reviews Providing feature to view previous prediction values and actual values Providing feature to view previous prediction values and actual values