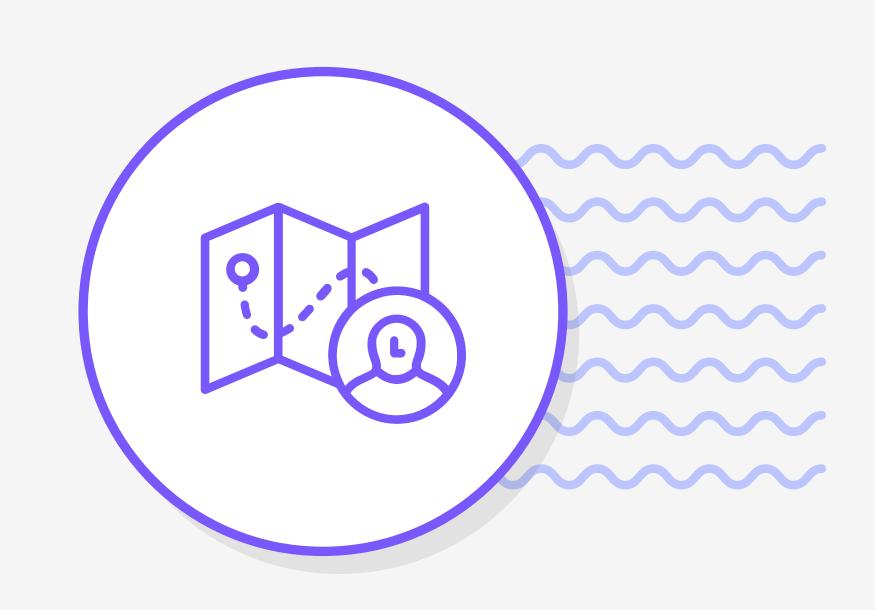
Project Design phase – II CUSTOMER JOURNEY

Date	13 October 2022
Team ID	PNT2022TMID44561
Project Name	Project – News Tracker Application
Maximum Marks	2 Marks



Customer experience journey map

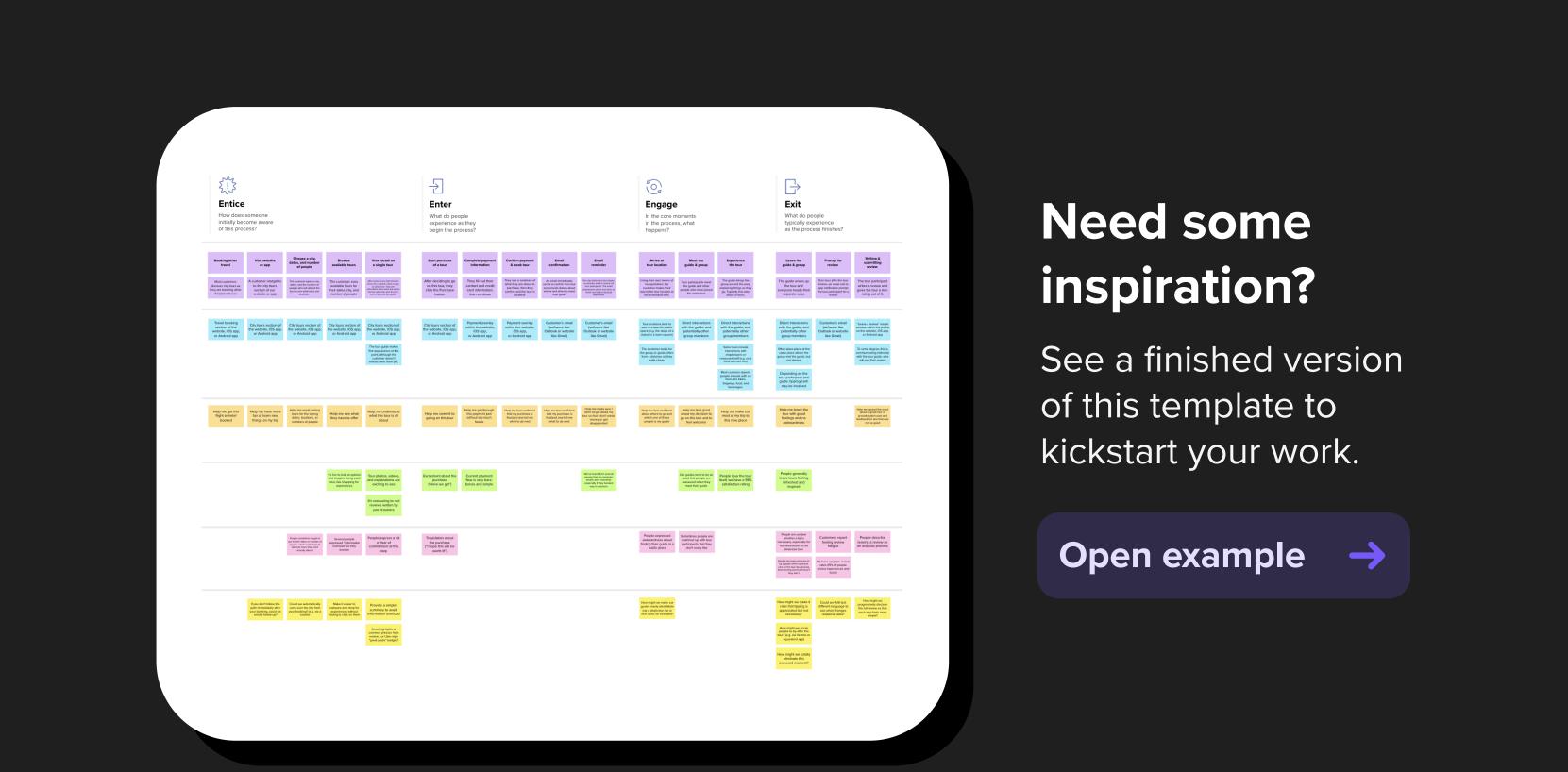
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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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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.

