

Project Design Phase-II

Customer Journey Map

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Project Name	AI Based Discourse for Banking Industry

Template

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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PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

Document an existing experience

Now we focus on a specific scenario or process within an existing product or service. In the Steps you document the day-to-day process someone typically experiences. But add details about the inner workings.

Discover	Entice	Enter	Engage	Exit	Extend
<p>Research, looking at what's out there</p>	<p>How does someone think about your offer or service?</p>	<p>What happens when someone says "yes" to your offer?</p>	<p>How do you connect with the people who are interested?</p>	<p>What happens when someone says "no" to your offer?</p>	<p>What happens after the initial experience?</p>
<p>Steps</p> <p>What does the user do to get to your offer or service?</p>	<p>Entice</p> <p>How does someone think about your offer or service?</p>	<p>Enter</p> <p>What happens when someone says "yes" to your offer?</p>	<p>Engage</p> <p>How do you connect with the people who are interested?</p>	<p>Exit</p> <p>What happens when someone says "no" to your offer?</p>	<p>Extend</p> <p>What happens after the initial experience?</p>
<p>Interactions</p> <p>What does the user do to get to your offer or service?</p>	<p>Entice</p> <p>How does someone think about your offer or service?</p>	<p>Enter</p> <p>What happens when someone says "yes" to your offer?</p>	<p>Engage</p> <p>How do you connect with the people who are interested?</p>	<p>Exit</p> <p>What happens when someone says "no" to your offer?</p>	<p>Extend</p> <p>What happens after the initial experience?</p>
<p>Goals & motivations</p> <p>What does the user want to achieve?</p>	<p>Entice</p> <p>How does someone think about your offer or service?</p>	<p>Enter</p> <p>What happens when someone says "yes" to your offer?</p>	<p>Engage</p> <p>How do you connect with the people who are interested?</p>	<p>Exit</p> <p>What happens when someone says "no" to your offer?</p>	<p>Extend</p> <p>What happens after the initial experience?</p>
<p>Positive moments</p> <p>What does the user love about your offer or service?</p>	<p>Entice</p> <p>How does someone think about your offer or service?</p>	<p>Enter</p> <p>What happens when someone says "yes" to your offer?</p>	<p>Engage</p> <p>How do you connect with the people who are interested?</p>	<p>Exit</p> <p>What happens when someone says "no" to your offer?</p>	<p>Extend</p> <p>What happens after the initial experience?</p>
<p>Negative moments</p> <p>What does the user hate about your offer or service?</p>	<p>Entice</p> <p>How does someone think about your offer or service?</p>	<p>Enter</p> <p>What happens when someone says "yes" to your offer?</p>	<p>Engage</p> <p>How do you connect with the people who are interested?</p>	<p>Exit</p> <p>What happens when someone says "no" to your offer?</p>	<p>Extend</p> <p>What happens after the initial experience?</p>
<p>Areas of opportunity</p> <p>What does the user need to improve your offer or service?</p>	<p>Entice</p> <p>How does someone think about your offer or service?</p>	<p>Enter</p> <p>What happens when someone says "yes" to your offer?</p>	<p>Engage</p> <p>How do you connect with the people who are interested?</p>	<p>Exit</p> <p>What happens when someone says "no" to your offer?</p>	<p>Extend</p> <p>What happens after the initial experience?</p>