

Project Design Phase-II

Customer Journey Map

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Project Name	AI Based Discourse for Banking Industry

PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP



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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.

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.

David Grantzinger

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Need some inspiration?

See a real example of what a Customer Journey Map looks like.

Get started