

Project Design Phase-II

Customer Journey Map

Date	05 October 2022
Team ID	PNT2022TMID46387
Project Name	Personal Assistance for Seniors Who Are Self Reliant
Maximum Marks	4 Marks

Customer Journey Map:

- A customer journey map is a visual storyline of every engagement a customer has with a service, brand, or product.
- The creation of a journey map puts the organization directly in the mind of the consumer, so they can see and understand their customer's processes, needs, and perceptions.

Customer Journey Map:



