## Project Design Phase-II Customer Journey Map

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Project Name	Project - "EXPLORATORY ANALYSIS OF RAIN FALL DATA IN INDIA FOR AGRICULTURE"
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## **Customer Journey Map:**

- A customer journey map is a diagram (or several diagrams) that depict the stages customers go through when interacting with a company, from buying products online to accessing customer service on the phone to airing grievances on social media.
- To create effective visual maps that reflect customers' journeys through these channels, journey maps must be rooted in data-driven research and must visually represent the different phases customers experience based on a variety of dimensions, including customer sentiment, goals and touch points.
- The main benefit for creating a customer journey map include understanding the path and channels your customers take to get your product. It's a valuable tool that can be used to forecast the path of future customers, as well.



## 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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