

PROJECT DESIGN PHASE II
CUSTOMER JOURNEY
MAP

DATE	19 SEPTEMBER 2022
TEAM ID	PNT2022TMID42367
PROJECT NAME	Predicting the Energy Output of wind Turbine Based on Weather Condition
MAXIMUM MARKS	2 MARKS

CUSTOMER JOURNEY MAP:

A customer journey map is a visual representation of a customer's experience with a company. It provides an understanding into the needs and concerns of potential customers which directly motivate or inhibit their actions. This information allows companies to boost customer experience leading to higher conversion rates and improved customer retention.

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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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.

TIP
As you add steps to the experience, move each from "True fix" to left or right depending on the scenario you are documenting.

Experiences	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local trip type	Entice How does someone initially become aware of the product?	Enter What do people experience as they begin to be present?	Engage In the case moments in the process, what happens?	Exit What do people typically experience as the process finished?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Research activities Conduct research on the product and/or service Consider the value proposition and how it compares to other offerings	Registration Register and create a profile Complete a profile and add a picture Complete a profile and add a picture	Discovery Discover the product and/or service Discover the product and/or service Discover the product and/or service	Checkout Complete the checkout process Complete the checkout process Complete the checkout process	Post-experience Complete the post-experience process Complete the post-experience process Complete the post-experience process
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints do they use?	Research activities Research activities Research activities Research activities	Registration Registration Registration Registration	Discovery Discovery Discovery Discovery	Checkout Checkout Checkout Checkout	Post-experience Post-experience Post-experience Post-experience
Goals & motivations At each step, what is a person's primary goal or motivation? (Think in terms of "I want to..." or "I need to...")	Research activities Research activities Research activities Research activities	Registration Registration Registration Registration	Discovery Discovery Discovery Discovery	Checkout Checkout Checkout Checkout	Post-experience Post-experience Post-experience Post-experience
Positive moments What steps does a typical person find enjoyable, pleasurable, fun, motivating, delightful or exciting?	Research activities Research activities Research activities Research activities	Registration Registration Registration Registration	Discovery Discovery Discovery Discovery	Checkout Checkout Checkout Checkout	Post-experience Post-experience Post-experience Post-experience
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly or time consuming?	Research activities Research activities Research activities Research activities	Registration Registration Registration Registration	Discovery Discovery Discovery Discovery	Checkout Checkout Checkout Checkout	Post-experience Post-experience Post-experience Post-experience
Areas of opportunity How might we make each step better? What issues do we have? What have others suggested?	Research activities Research activities Research activities Research activities	Registration Registration Registration Registration	Discovery Discovery Discovery Discovery	Checkout Checkout Checkout Checkout	Post-experience Post-experience Post-experience Post-experience