Customer Journey Map Template

NEEDS & EXPECTATIONS

VOICE OF CUSTOMER

Project Discussion	Waiting Period	Product Delivery	Management of Project
The project and parameters are discussed with the customers.	The project is being constructed at this stage. Prototypes are tested to gain back opinions for UI etc.	The final project is delivered to the bank.	The necessary maintenance and updation required is done occasionally.

Satisfactory conclusion

Satisfied with the product.

Maintenance taken care of.

Win - Win

Expectations met.

Updations needed

Negotiation on prices

Uncomfortable / Confusing software

Negotiations are done with the customer regarding cost and timelines.	Customer is supposed to test out if UI is comfortable and all basic desired functions are performing well at the needed speed.	The customer can verify all the workings.	Customers have to reach out to the company to request the changes.