

Project Design Phase-II Customer Journey Map

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Team ID	PNT2022TMID37447
Project Name	Project - Corporate Employee Attrition Analytics
Maximum Marks	4 Marks

Customer Journey Map

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").

Customer persona

Product School

Share your feedback

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.

Legend:

- Consider** (light blue box): Something existing, attending, or acting is likely to occur.
- Enrich** (light blue box): How does someone likely become aware of the process?
- Enter** (light blue box): What do people experience as they begin the process?
- Engage** (light blue box): In the core moments of the process, what happens?
- Exit** (light blue box): What do people typically feel once at the process is finished?
- Extend** (light blue box): What happens after the experience ends?

Steps (row 1): Document the step-by-step process someone typically experiences.

Interactions (row 2): What elements make this process or experience better? What elements make this process or experience worse?

Goals & motivations (row 3): What steps, what steps does a person go through to achieve their goals? What do they want to achieve?

Positive moments (row 4): What steps does a person go through that make them feel good about the process? What do they want to achieve?

Negative moments (row 5): What steps does a person go through that make them feel bad about the process? What do they want to achieve?

Areas of opportunity (row 6): What steps does a person go through that make them feel bad about the process? What do they want to achieve?