

Project Design Phase-II

Customer Journey Map

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Project Name	AI Based Discourse for Banking Industry

Template



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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1

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 day-by-day process someone typically experiences, then add detail to each of the other rows.

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

STAGE	Entice	Enter	Engage	Exit	Extend
Entice How does someone first become aware of this service?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	
Steps What does the scenario or process typically involve?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	
Interactions What interactions do they have at each stage along the way?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	
Goals & motivations What are the goals and motivations for this experience?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	
Positive moments What are the positive moments in this experience?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	
Negative moments What are the negative moments in this experience?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	
Areas of opportunity How might this experience be better? What are the opportunities?	Enter What is a person's experience as they begin to interact?	Engage What is a person's experience as they interact with the service?	Exit What is a person's experience as they leave the service?	Extend What is a person's experience as they return to the service?	