

PROJECT DESIGN PHASE-II CUSTOMER JOURNEY MAP

DATE	23 OCTOBER 2022
TEAM ID	PNT2022TMID42867
PROJECT	SMART WASTE MANAGEMENT FOR METROPOLITAN CITIES

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.

Created in partnership with



 [Share template feedback](#)



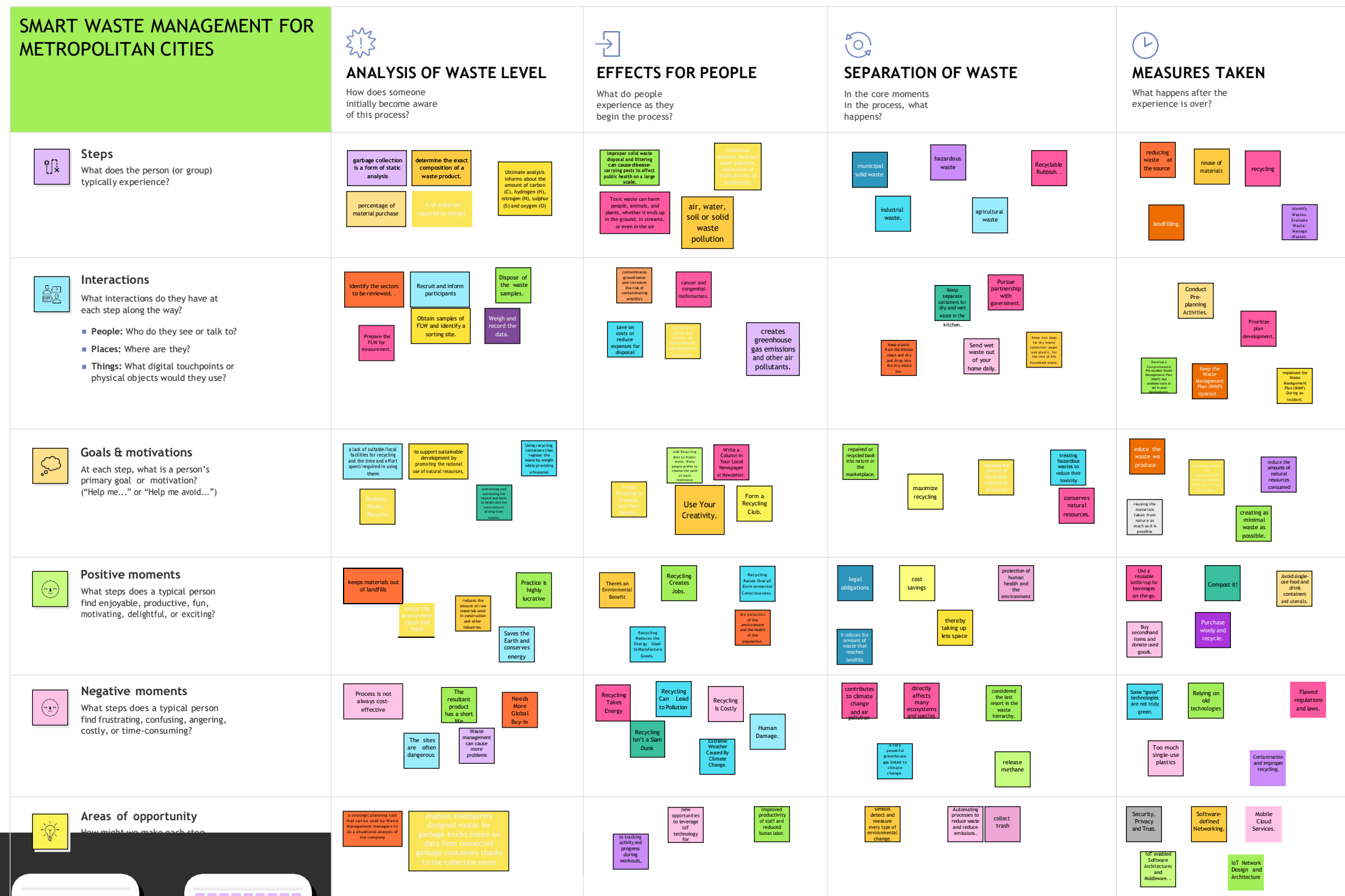
Need some inspiration?


See a finished version of this template to kickstart your work.

[Open example](#) →

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.



TIP  As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.