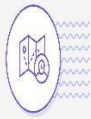


Project Design Phase-II

Customer Journey Map

Date	8 October 2022
Team ID	PNT2022TMID00678
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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Need some inspiration?

See a **Virtual** version of this sample in **Business Planning**

One search →

Open source →

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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.

