

Project Design Phase-II

CUSTOMER JOURNEY MAP

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Team ID	PNT2022TMID18102
Project Name	Hazardous area monitoring for industrial powerplant powered by iot

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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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 notes to the experience, review each column (Entice, Enter, Engage, Exit) depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?
Steps What does the person (or group) typically experience? 1. Browse city tours 2. Book a tour 3. Attend the tour 4. Rate the tour	Before entry How does someone initially become aware of this process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Visitor's desire for entering SaaS What do people experience as they begin the process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Onboard from onboarding In the core moments in the process, what happens? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	At the end of the experience What do people typically experience as the process finishes? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	Before entry How does someone initially become aware of this process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Visitor's desire for entering SaaS What do people experience as they begin the process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Onboard from onboarding In the core moments in the process, what happens? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	At the end of the experience What do people typically experience as the process finishes? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media
Goals & motivations At each step, what is a person's primary goal or motivation? ("He p me..." or "He p me avoid...")	Before entry How does someone initially become aware of this process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Visitor's desire for entering SaaS What do people experience as they begin the process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Onboard from onboarding In the core moments in the process, what happens? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	At the end of the experience What do people typically experience as the process finishes? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, insightful, or exciting?	Before entry How does someone initially become aware of this process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Visitor's desire for entering SaaS What do people experience as they begin the process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Onboard from onboarding In the core moments in the process, what happens? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	At the end of the experience What do people typically experience as the process finishes? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Before entry How does someone initially become aware of this process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Visitor's desire for entering SaaS What do people experience as they begin the process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Onboard from onboarding In the core moments in the process, what happens? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	At the end of the experience What do people typically experience as the process finishes? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Before entry How does someone initially become aware of this process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Visitor's desire for entering SaaS What do people experience as they begin the process? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	Onboard from onboarding In the core moments in the process, what happens? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media	At the end of the experience What do people typically experience as the process finishes? 1. See a friend's post on social media 2. See a friend's post on social media 3. See a friend's post on social media

