

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY

DATE	10.10.2022
TEAM ID	PNT2022TMID19670
PROJECT NAME	Hazardous Area Monitoring for Industrial Plant powered by IoT
MAXIMUM MARKS	4 marks

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 conversations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Review your focus to support a specific or generic within an existing product or service. If the Steps now document the user by using process scenarios typically experience. They add detail to each of the other rows.

Steps	Enter	Engage	Exit	Extend
<p>Steps What specific scenario or process is the user going through?</p> <p>Interactions What channels or touchpoints does the user use? What devices or systems are involved? What are the key touchpoints or moments of truth?</p> <p>Goals & motivations What are the user's goals and motivations? What are the key drivers or needs?</p> <p>Positive moments What are the user's positive moments? What are the key highlights or successes?</p> <p>Negative moments What are the user's negative moments? What are the key pain points or frustrations?</p> <p>Areas of opportunity What are the user's areas of opportunity? What are the key areas for improvement or innovation?</p>	<p>Enter How does the user enter the experience? What are the key touchpoints or moments of truth?</p> <p>Engage How does the user engage with the experience? What are the key touchpoints or moments of truth?</p> <p>Exit How does the user exit the experience? What are the key touchpoints or moments of truth?</p> <p>Extend How does the user extend the experience? What are the key touchpoints or moments of truth?</p>	<p>Enter How does the user enter the experience? What are the key touchpoints or moments of truth?</p> <p>Engage How does the user engage with the experience? What are the key touchpoints or moments of truth?</p> <p>Exit How does the user exit the experience? What are the key touchpoints or moments of truth?</p> <p>Extend How does the user extend the experience? What are the key touchpoints or moments of truth?</p>	<p>Enter How does the user enter the experience? What are the key touchpoints or moments of truth?</p> <p>Engage How does the user engage with the experience? What are the key touchpoints or moments of truth?</p> <p>Exit How does the user exit the experience? What are the key touchpoints or moments of truth?</p> <p>Extend How does the user extend the experience? What are the key touchpoints or moments of truth?</p>	<p>Enter How does the user enter the experience? What are the key touchpoints or moments of truth?</p> <p>Engage How does the user engage with the experience? What are the key touchpoints or moments of truth?</p> <p>Exit How does the user exit the experience? What are the key touchpoints or moments of truth?</p> <p>Extend How does the user extend the experience? What are the key touchpoints or moments of truth?</p>