

Project Design Phase-II

Customer Journey Map

Date	30 Oct 2022
Team ID	PNT2022TMID07956
Project name	Project - Digital Naturalist - AI Enabled Tool for Biodiversity Researchers
Maximum marks	4 marks

CUSTOMER JOURNEY MAP :

The Customer Journey Map is a visual representation that depicts the stages of interactions the customer go through while using one's product.

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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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.

Document	Entice	Enter	Engage	Exit	Extend
Steps What does the person do at each step along the way?	How does someone initially become aware of the product?	What do people experience as they begin the process?	What do people experience as they progress through the process?	What do people typically experience as the process finishes?	What happens after the experience is over?
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?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?	How do they learn about the product? How do they find it? How do they get it?

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