

Project Design Phase-II

Customer Journey Map

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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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PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

Document an existing experience

Narrow your focus to a specific scenario or process within a existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add details to each of the rows below.

Scenario	Enter	Engage	Exit	Extend
Entering How does someone enter the experience?	Engaging How does someone engage with the experience?	Exiting How does someone exit the experience?	Extending How does someone extend the experience?	Exiting How does someone exit the experience?
Steps What are the steps in the process? (Typically 5-7 steps)	Enter How does someone enter the experience?	Engage How does someone engage with the experience?	Exit How does someone exit the experience?	Extend How does someone extend the experience?
Interactions What are the interactions between the customer and the experience?	Enter How does someone enter the experience?	Engage How does someone engage with the experience?	Exit How does someone exit the experience?	Extend How does someone extend the experience?
Goals & motivations What are the goals and motivations of the customer?	Enter How does someone enter the experience?	Engage How does someone engage with the experience?	Exit How does someone exit the experience?	Extend How does someone extend the experience?
Positive moments What are the positive moments in the experience?	Enter How does someone enter the experience?	Engage How does someone engage with the experience?	Exit How does someone exit the experience?	Extend How does someone extend the experience?
Negative moments What are the negative moments in the experience?	Enter How does someone enter the experience?	Engage How does someone engage with the experience?	Exit How does someone exit the experience?	Extend How does someone extend the experience?
Areas of opportunity How can the experience be improved?	Enter How does someone enter the experience?	Engage How does someone engage with the experience?	Exit How does someone exit the experience?	Extend How does someone extend the experience?