

TEAM ID:	NM2023TMID04432
PROJECT NAME:	AGRICULTURE DOCS CHAIN

DETERMINE THE REQUIREMENTS (CUSTOMER JOURNEY MAPS)

- Use customer journey map templates.
- Set clear objectives for the map.
- Profile your personas and define their goals.
- Highlight your target customer personas.
- List out all touchpoints.
- Determine the resources you have and the ones you'll need.
- Take the customer journey yourself.

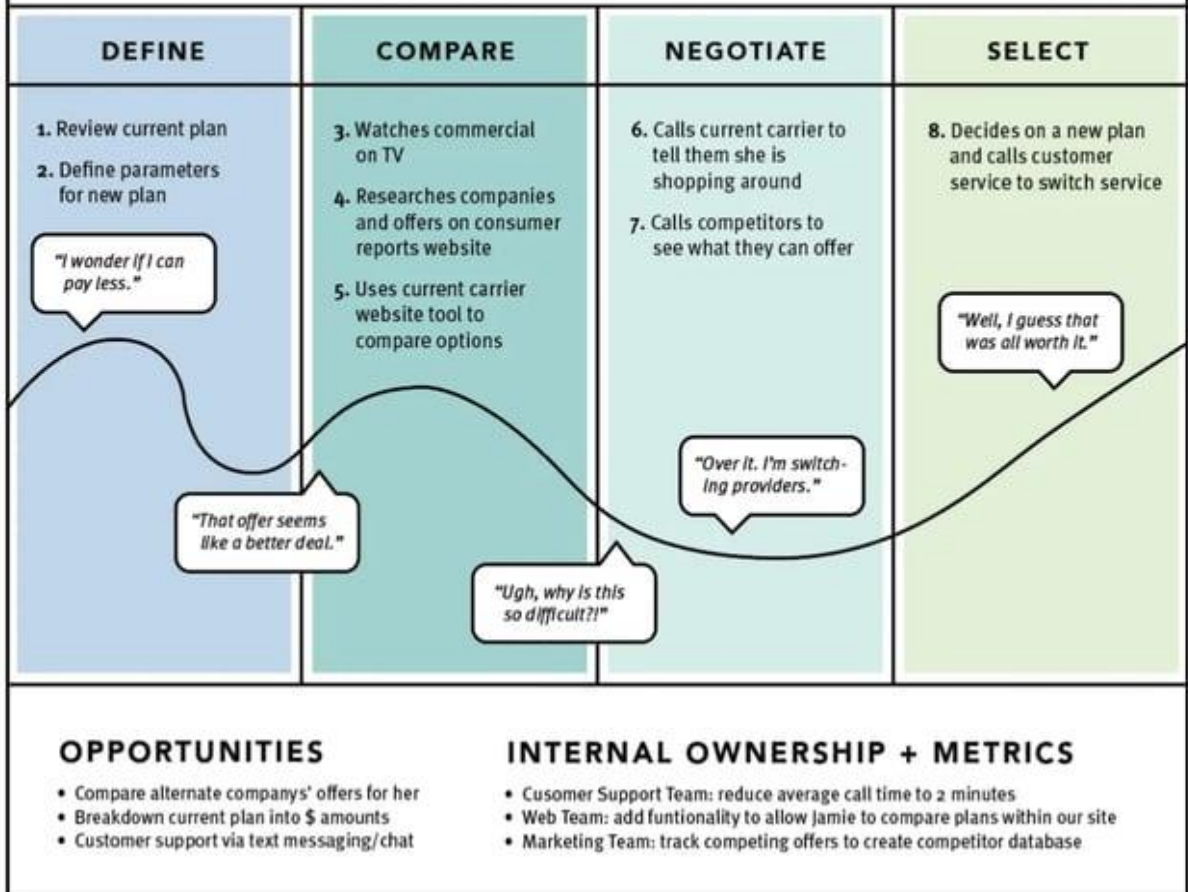


JUMPING JAMIE

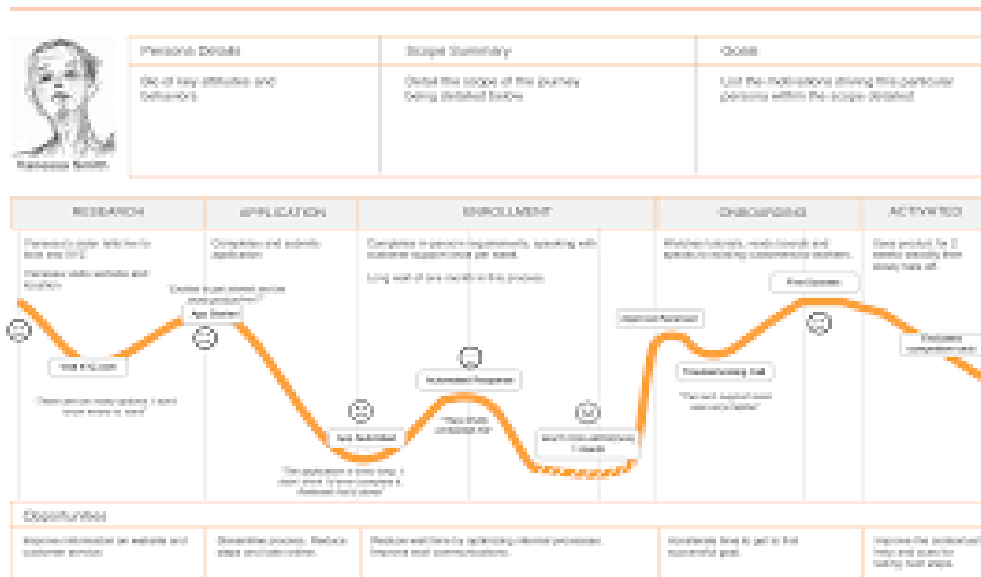
Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support



Customer Journey Map



- ✓ Have you ever thought that all the purchases we make involve a buying process before the time of the transaction.
- ✓ We call this process the **customer journey**, which encompasses all the phases a person/buyer persona goes through from the moment they identify their need until they acquire a product or service to satisfy it.
- ✓ This process can be as short as a few minutes in the case of low-cost products that we buy impulsively (food in a supermarket, for example).
- ✓ The [purchasing process](#) may also last for months or more than a year (for instance, when

acquiring a car or purchasing a customer experience management software).

- ✓ This article will cover the customer journey, its phases, and how we can define it in our customer experience strategy.