

Project Design Phase-II

Customer Journey Map

1 Phases				
High-level steps your user needs to accomplish from start to finish				
2 Steps				
Detailed actions your user has to perform				
3 Feelings				
What your user might be thinking and feeling at the moment				
4 Pain points				
Problems your user runs into				
5 Opportunities				
Potential improvements or enhancements to the experience				

Share your feedback