Customer Journey Map

Example : Smart Sorting: Transfer Learning for Identifying rotten fruits and vegetables.

Scenario: Using AI-powered smart cameras and transfer learning to detect and sort rotten fruits and vegetables in real-time across diverse environments	Entice — How does someone initially become aware of this process?		Enter — what do people experience as they begin the process		Engage — In the core moments in the process, what happens?		Experience		Exit — What do people typically experience as the process finishes?		Extend — what happens after the experience is over	
Steps: What does the person (or group) typically experience?	Worker, store manager, or home user becomes aware of the sorting system.	Curious to explore new tech that reduces food waste.	Decision to install the system is made.	System delivered and setup begins.	System begins scanning and classifying items.	User observes early outputs or alerts.	Sorting takes place or user gets real-time alerts.	Confirms freshness or removes spoiled produce.	Sorting completed, results shown or logged.	Daily/weekly reports generated..	Performance review, feedback collected.	Updates or improvements applied.
Interactions: Things: What digital touchpoints or physical objects would they use? Places: Where are they? People: Who do they see or talk to?	Offices, vendor booths, kitchens, retail stores. Agricultural expos, fairs. · Company website, YouTube demo, printed brochures. Smart home appliance catalog.	salespeople, vendors, colleagues, influencers.	Mobile app, dashboard, setup wizard, installation manual. QR code-based registration	Food plant, supermarket, kitchen, lab. Setup area or technician area. · technicians, app support, local staff. Delivery personnel.	Cameras, dashboard, notifications, manual override button. Alert history and logs	conveyor belts, receiving docks, inside fridge. Monitoring desk. · none (system is automated). May interact with tech support if needed.	Push notification, actuator control, fridge display, email report. LED alert light.	On-site plant, supermarket receiving area, smart fridge. Manager desk or home app. · Manual—may talk to support or maintenance. In home: family members may discuss usage	Email summary, app dashboard, SMS, PDF logs. Cloud data sync.	Office system, inventory manager's phone, user's fridge app. Store back-office.	Email, web form, app interface, software update center. AI model version info.	Online, company portal, user home, customer support platform.
Goals & Motivations: At each step, what is their goal? Help in sorting fruits and vegetables fastly	Help me sort food automatically and avoid spoilage.	Help me modernize operations and reduce waste.	Help me get it up and running quickly.	Help me understand how to operate it with ease.	Help me automate sorting or track rotting items.	Help me save time and reduce errors.	Help me maintain product quality and reduce waste.	Help me trust the automation fully.	Help me ensure all produce is fresh and data is logged.	Help me export/share data easily.	Help me improve future usage and system accuracy.	Help me feel heard as a user.
Positive Moments: what steps are enjoyable, exciting, or productive? easy image and quick results	System looks modern and smart.	Sees clear cost/effort benefits.	Easy setup for smart homes.	Dashboard feels intuitive.	Real-time updates and visual results.	High classification accuracy.	Confident that rotten produce is removed early	Less manual work required	Automated reporting is appreciated	Data transparency helps audits.	Easy firmware updates and model improvements	Customizable alert settings.
Negative Moments: what steps are frustrated and confusing?	Not sure if it will work for all produce.	Budget concerns for first-time adopters.	Complex industrial setup may need support.	Technical glitches during connection.	Occasional false positives/negatives.	Overwhelming if too many alerts.	Need for manual checking if uncertain.	Frustration if system misses something.	Overload of alerts or logs.	Some users may not know how to interpret logs.	Feedback collection feels tedious	Lack of personalization in suggestions.
Areas of Opportunity How might we improve the process?	Demos and testimonials can build trust.	Offer trial periods or pilot programs.	Provide guided installation with video/audio aid.	Include 24/7 chatbot or phone support.	Retrain model periodically, include feedback loop.	Add confidence score to prediction.	Add visual examples or second-opinion feature	Allow user correction for learning.	Filter alerts by urgency or type. Add insights like "Top 5 most common spoiled items."		Incentivize feedback. Add in-app tips based on usage pattern (e.g. "Your tomatoes spoil faster — want to track this item separately?")	