

CUSTOMER JOURNEY MAP

<div><div>C/M</div><div><div>CUSTOMER JOURNEY MAP</div><div>Customer Journey Maps connect companies with their audiences by narrating the customer experience.</div></div></div>				
	Action	Thought	Feeling	Oppurtunity
Planning	CHECKS BATTERY BEFORE STARTING THE TRIP	"WILL MY CHARGE BE ENOUGH FOR THIS TRIP?"	ANXIOUS, UNSURE	SHOW VISUAL RANGE ESTIMATION BASED ON BATTERY AND TERRAIN
Driving	MONITORS BATTERY WHILE DRIVING	"IS MY BATTERY DRAINING TOO FAST?"	CAUTIOUS, ALERT	DISPLAY REAL-TIME CONSUMPTION AND ADAPTIVE RANGE PREDICTIONS
Low Battery	LOOKS FOR CHARGING STATIONS NEARBY	"CAN I REACH A CHARGER IN TIME?"	STRESSED, PANICKED	RECOMMEND REACHABLE STATIONS WITH ESTIMATED DISTANCE AND LEVEL
Post Drive	REVIEWS TRIP AND CHARGING PERFORMANCE	HOW EFFICIENTLY DID I DRIVE?	REFLECTIVE, CURIOUS	PROVIDE TRIP SUMMARY DASHBOARD WITH VISUAL ANALYTICS