

## **Requirements Analysis Phase**

### **Customer Journey Map**

A customer journey map for **Flavor Fusion: AI-Driven Recipe Blogging** outlines the end-to-end experience of a user interacting with an AI-powered platform to discover, generate, and cook unique fusion recipes. This journey maps the steps from identifying a need (e.g., "I have random ingredients") to becoming a loyal user or advocate. A customer journey map visualizes this experience, exposes pain points, and reveals opportunities for improvement. This article explores the essential components of a customer journey map and provides a step-by-step process for creating one yourself.

1. Awareness Stage
2. Consideration Stage
3. Decision Stage
4. Retention (Cooking & Post-Cooking) Stage
5. Advocacy Stage

### **THE CUSTOMER JOURNEY MAPPING PROCESS [STEP-BY-STEP]**

1. Define Your Goals
2. Research the Audience
3. Identify Stages in the Journey
4. List Customer Touchpoints
5. Capture Emotions, Pain Points, and Motivations
6. Identify Opportunities and Solutions.
7. Visualize the Journey

## Customer Journey Maps:

Journey mapping help you visualize how customer experience my service

	Awareness	Consideration	Conversion	Retention
Customer perspective	Customers seek convenient, secure digital banking solutions "I'm looking for a secure platform that can handle both my regular and crypto..."	Evaluating Wafee's ability to meet their digital banking needs; comparing Wafee to other available products • "I'm comparing Wafee with other pla...	Deciding to subscribe to Wafee • "Can I try Wafee first before I fully commit to it?" • "I want a sign-up process that's quic...	To be sure that Wafee fits perfectly for user's everyday needs • "I expect Wafee to consistently perform well without issues" ...
Needs and Pains	Needs: to find a reliable platform that integrates traditional banking with cryptocurrency Pains: overwhelmed by too many...	Needs: to ensure the platform is user-friendly and offers robust security Pains: difficult to understand a combo o...	Needs: to balance the value for money, be sure about the quality of service Pains: frustrated with long or complicat...	Needs: to have a consistent and reliable quality; to receive quick and helpful support in case of necessity; to have regular updates and improvement of...
To be model	Effective online presence and visibility: optimize website content for SEO to capture organic searches and beat the...	Clear, informative content and positive user reviews: enhance the website with engaging...	Smooth sign-up process via web and app: streamlined sign-up process with minim...	Regular updates, engaging poll content: provide a channel for customer feedback for the product experience: tutorials,...
Customer Feeling	Curious 	Interested 	Hopeful 	Satisfied 
Measures to success	Campaigns reach; Website visits; social media engagement	Time spent on website, page views, bounce rate App installs	Registrations via web or app, first crypto transaction	Repeat participation, low churn