Project Design Phase - 2
Determine The Requirements (Customer Journey Maps)

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A customer journey map is a visual representation of the entire customer experience, from initial awareness to post-interaction. It outlines each stage, highlighting customer goals, actions, and emotions at various touchpoints. This tool helps businesses identify pain points, opportunities for improvement, and gather feedback to enhance the customer experience. It's a collaborative and iterative process, allowing companies to better align with customer needs and improve satisfaction and loyalty.