

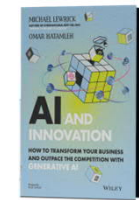
Project:
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Version & Date:



Customer Journey AI Template

Quick guide: The Customer Journey AI Template helps visualize how AI can enhance customer experiences. By mapping the current journey, identifying pain points, and designing AI-driven interactions, businesses can create value-added experiences and justify AI investments.

Tips and tricks for the
template on book page: 183



Lewrick / Hatamleh
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Persona <i>Who are we empathizing with? Describe the fictitious character that represents the user/customer.</i>		Scenario <i>What is the use case? Describe the application scenario(s) based on the AI-IS journey.</i>		Goals & Expectations <i>What are the goals and expectations on the AI solution? Try to be precise as possible in describing the goals.</i>	
AI-IS Journey <i>Capturing the actual interaction, including the activities and positive/negative experiences</i> Positive Experiences Negative Experiences Description of Activity Awareness Consideration Decision Service Advocacy 2					
Improved Journey <i>Brainstorming ideas and designing a modified interaction from actions of AI and customers/users</i> Actions Customer takes Action AI takes Added Value of AI Awareness Consideration Decision Service Advocacy 3					