

# experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



Share template feedback

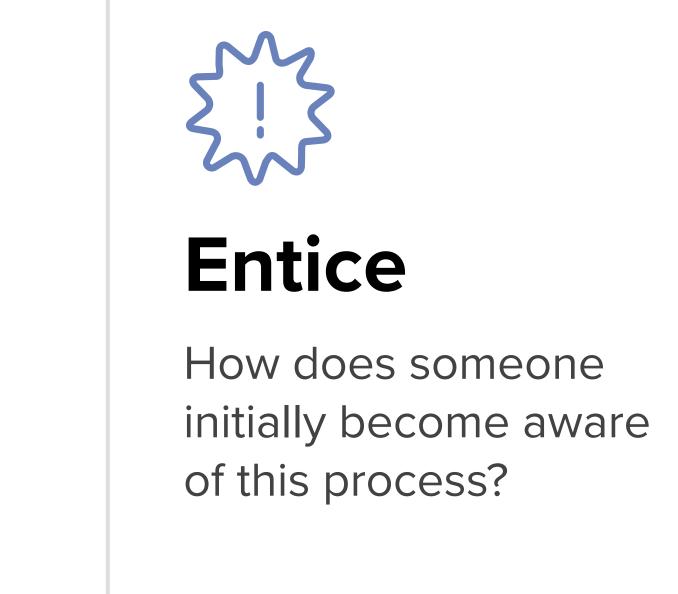


Document an existing experience

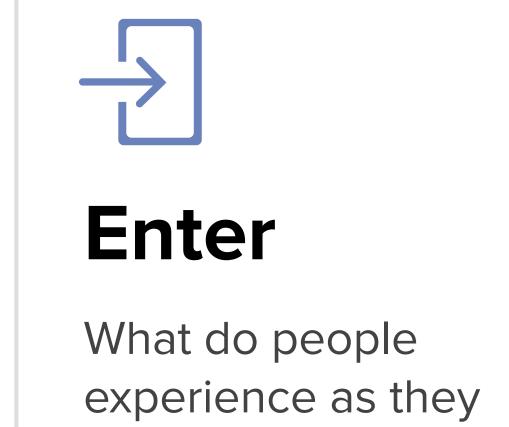
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

#### **SCENARIO**

To get a loan from the Bank



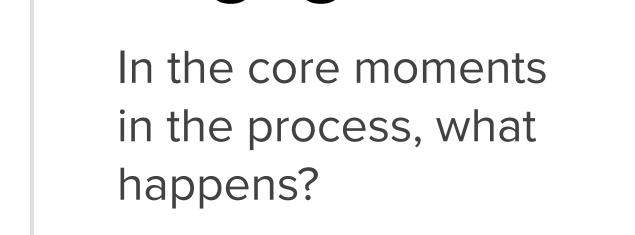
Goes to the Bank

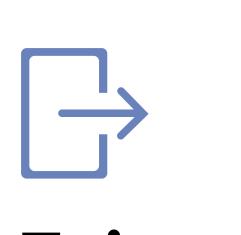


begin the process?



# Engage





## What do people typically experience as the process finishes?

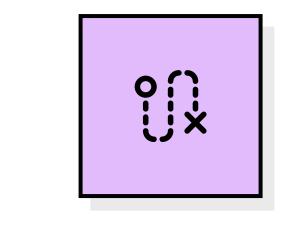
Hope to get the loan



## Extend What happens after the experience is over?

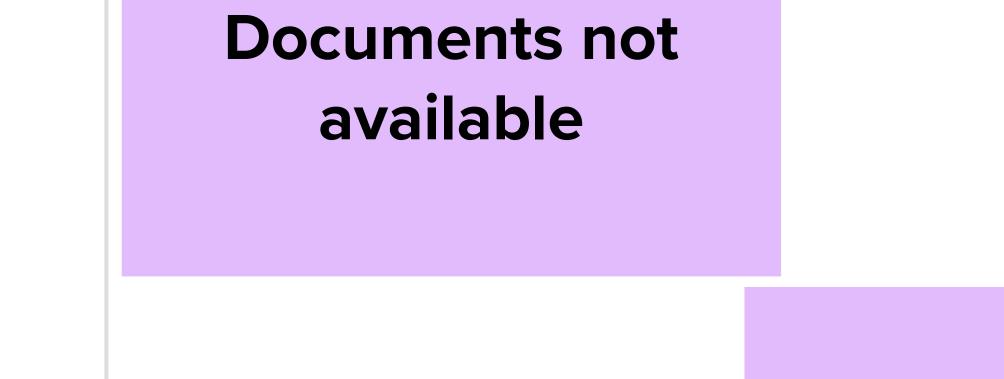
Frustration due to

loan rejection



What does the person (or group) typically experience?

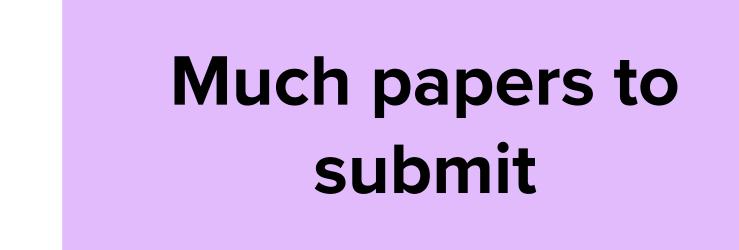
> Ad through Social media and TV

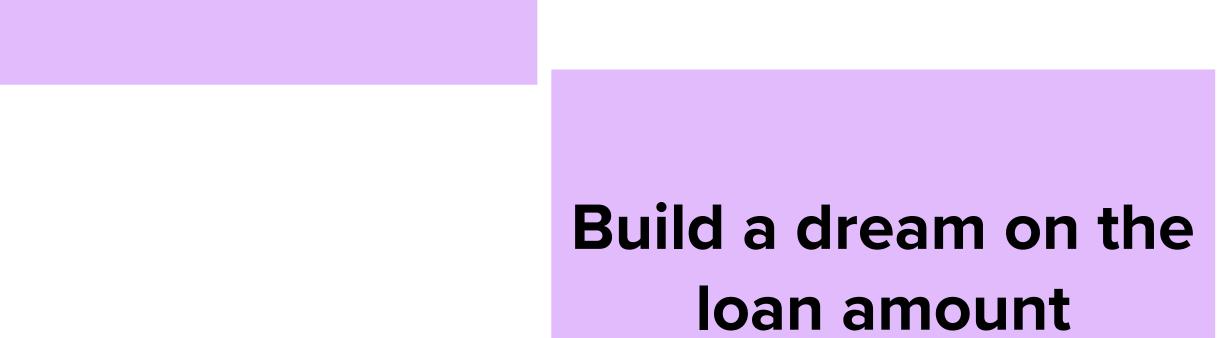


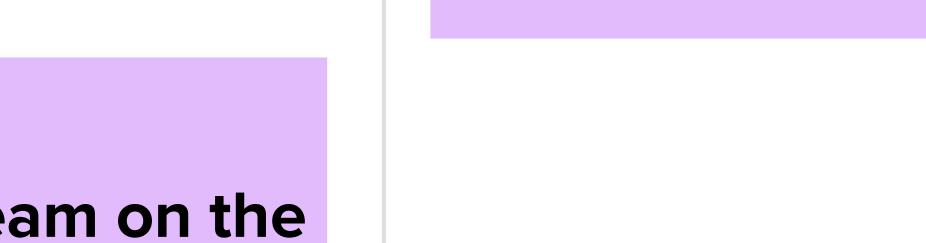


Bank manager



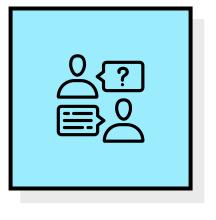






Depression

Colleagues



### Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



## Loan Provider

# Family members

Colleagues

Missing certain

documents

Loan Provider

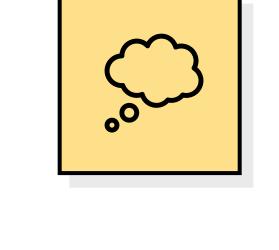
Family members

Colleagues



Happy Loan

Approved!



## **Goals & motivations**

primary goal or motivation? ("Help me…" or "Help me avoid…")



Amount approved



documents

Verification of the documents

Waiting for Loan



## **Positive moments**

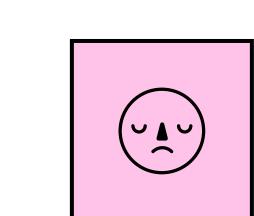
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Hope of getting Loan

Building dreams on Loan amount

**Building dreams on** Loan amount





## **Negative moments**

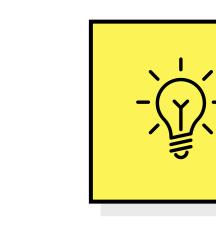
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?





Lose a bit hope due to longer time





### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Create and UI for the User to type in the data and save it for

Make a ML Model to detect Credit Defaluters

Making an ML model saves Time