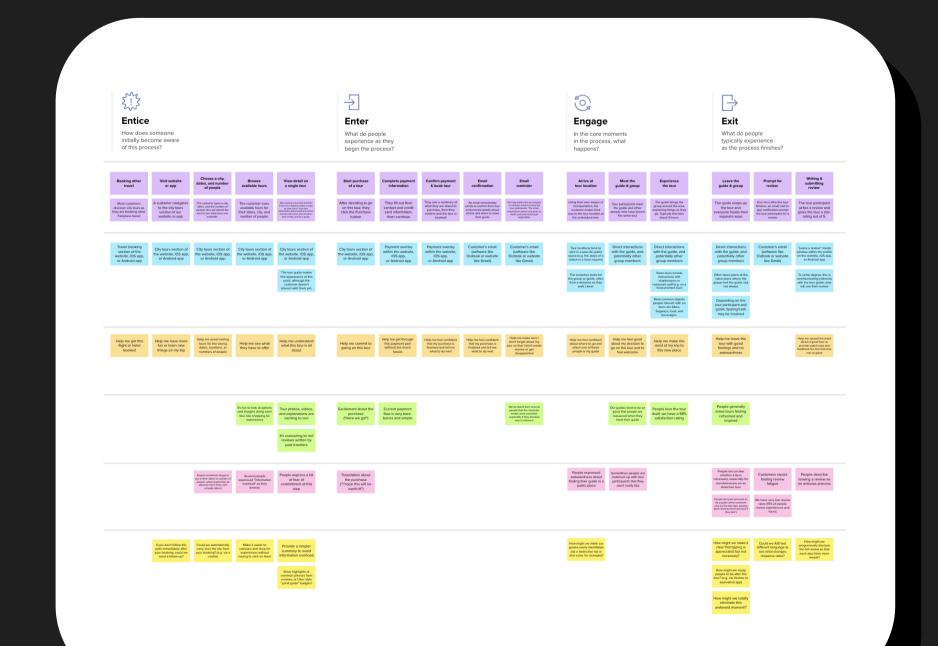


## Customer experience journey map

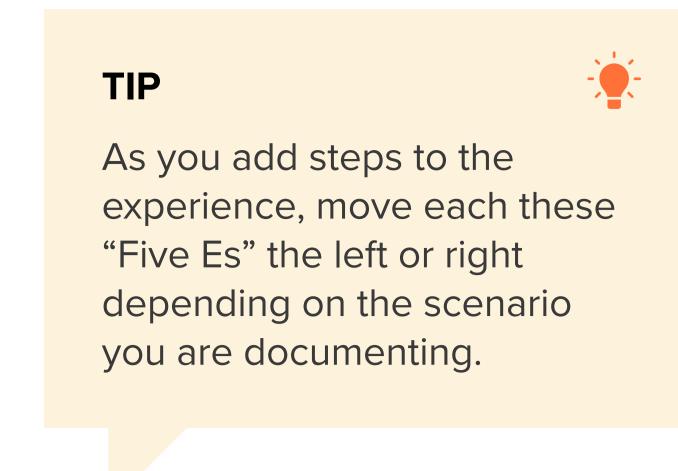
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product School



## 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.



Browsing, booking, attending, and rating a local city tour	Entice  How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?  Extend  What happens after the experience is over?
Steps What does the person (or group) typically experience?	visit through add or app  chossing of correct location  Browising available product used for detecting fire  view details of a single fire detector  The customer sees the advertisement or visits the app intention of buying the product  The customer chooses the location where the fire must be detected and available of product for that location  The customer sees available products used for detecting fire  After seeing a product that interest them the customer sees information about what and how it will be used	Start purchase of the product  After deciding to buy the product, they purchase the product  They fill out their contact and credit card information  They fill out their contact and credit card information and continue  An e-mail immediately sense to confirm their product and provide details about their product	Arrival of product at location  Meet the product guide  Experience of the product  Using their own transport the seller snds product the customer  The product is guided to the customer through the guide.  The product is used by the customer.	Review of the product  After the week of using the product the customer gives the review  Personalised offer of the upgradation of the product  The customer gets the notification once the product get updated
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?	Buying product through the website, ios app , android app  Forest fire detection section of the website , ios or android app	Payment overlay within the website , ios app, android app	interaction with the guide and potentially other group members  most common objects beople interact with on products are warranty, guarantee, lifetime of the product	leave the review on the page on website or ios app  customers email  customers email  customers email  upgradation of the product is intimated  interact with the people, they will see the product review
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me to get this product  Help me more to learn new things about the product.  Help me to avoid to see wrong in the product.  Help me to understand what the product is about.	Help me commit to buy this product  Help me get through this payment without too much hassle.  Help me feel confident that i purchased the right product.	Help me feel good about my decision of purchasing this product	Help me to purchase the product with the best review  Help me to spread the world about a great product
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's looks good at options and imagine when the product purchased product exciting to see  purchased product images video's and explanations are exciting to see  It reassuring to red review written by past customers	current payment flow is very bare bones and simple  Excitement about the purchased product	Our products are tend to be so good that people are reassured when they purchased the groduct	People generally feels good and satisfaction.  We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People someime forget to put their queries which let them to cannot understand the product  several people express a bit of fear of commitment at is step.	Think about the product whether it is worth it buying	Sometimes people are matched up with product that they don't really like	Customers report feeling review fatigue.  People describe leaving a review as an arduous process
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	If you don't follow this path immediately after your purchase of the product, could we send a follow-up?  Could we automatically carry over the city from your purchase  Make it easier to compare and shop for experiences without having to click on them.  Provide a simpler summary to avoid information overload.		How might we make our customer easliy idientifiable (via address)	Could we A/B test different product to see what changes response rates?  How might we equip people to buy the product?  How might we progressively disclose the full review so that each step feels more simple?  How might we help people remember products purchased in the past?  How might we help people remember products purchased in the past?



