

## 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.

Created in partnership with







## 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?	Understand the need  Visit similar websites  Explore the website for more details  User will explore the website to get familiar with the websites related to this handwriting detection problem  To get familiar with the website the user would need to go through the webappp	Start uploading/ Scanning image  The user would upload the image or he can even scan the image  The user would upload the image or he can even scan output  The customer will view the digitized output	The model will receive the image as an input from the end user  After image has been received the features will be extracted to predict the number  After successful recognition of the image the customer get satisfied because of their correct accuracy.	As the process finishes user will get the predicted output at high accuracy	The user can share their experience with friends families and neighbours
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?	Click the webapp link in the google search results	Exploring our Webapp  Interacting with the image uploading section	Notifications of the website will appear  Buffering icon to make the user wait for some time	Collecting feeedback from the user in feedback section  WebApp rating is done in the end	Rewards will be provided by sharing the app link through any social media
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Helps to identify the Handwritten digits  To solve the handwritten recognition problem	Helps to upload or scan the image  Helps to recognize the digits	Helps to recognise whether the uploaded image is digit or not  Helps to recognize the digits	It helps to exit the webpage with atmost satisfaction for the users	Helps to Suggest this webApp to other User to get benefited
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	An interesting logo can be created to make it more attractive	Creating a good UI for better user experience  Get the results in fraction of seconds without buffering for for a long time	User get a satisfaction feeling after getting correct result  Any number of images can be uploaded  Accurate predictions for all the available inputs	People who got satisfied will provide the positive feedback.  Cookies will store the previous history	Enjoys in sharing the web app with their friends
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People express a bit of fear of digits to be recognized correctly	People may forget the login password and username	Sometimes they may upload a wrong image which would show an error message  Blurred images might get predicted incorrectly		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Sign in/sign up Features can be added for more personalized use	Can allow the user to browse the picture from their device	Model can be improved to recognize the trigonometry calculations.  Develop a notepad in which the user can directly write the digits using stylus pen.	Feedback section can be added to get the user satisfaction.  Al model can be developed to categorize the feedback.	Feature like sharing the result to other users can be added