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.
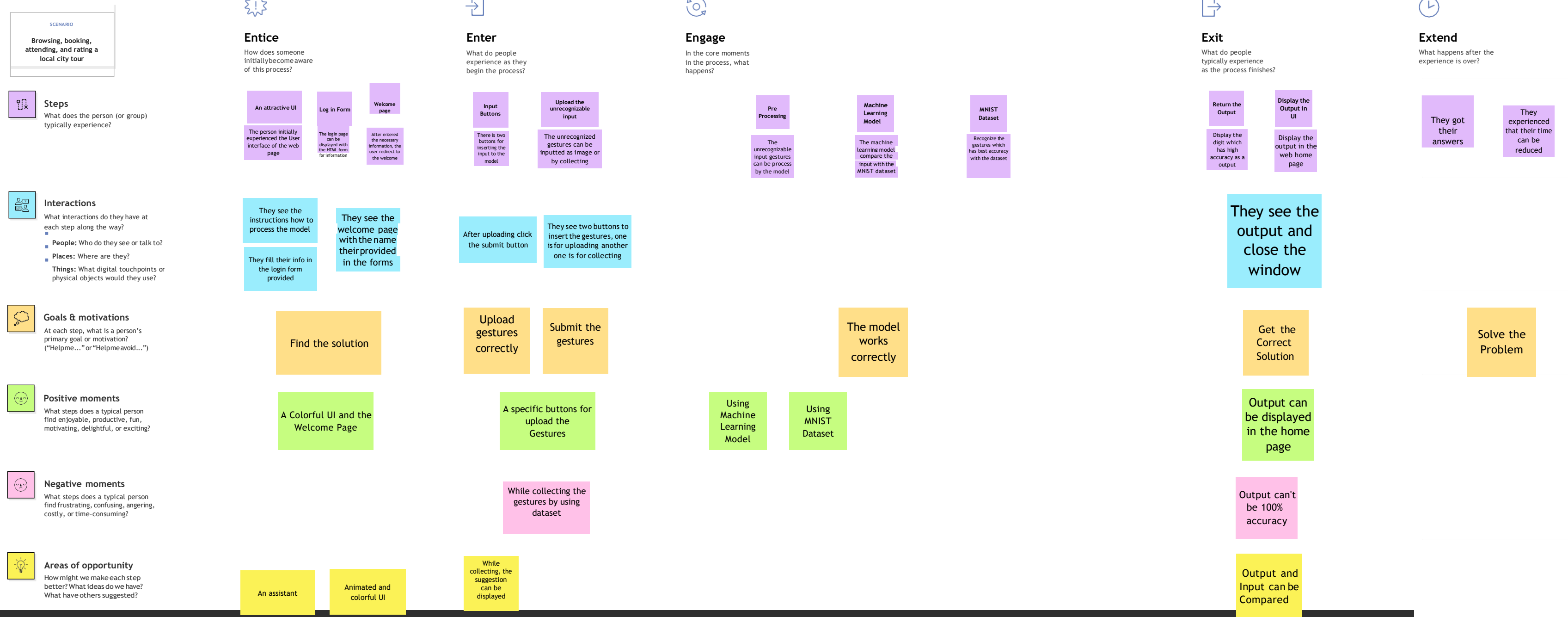
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Document an existing experience

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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO
Browsing, booking, attending, and rating a local city tour

Steps
What does the person (or group) typically experience?

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?

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

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

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

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

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:

Entice:
- An attractive UI — The person initially experienced the User interface of the web page
- Log in Form — The login page can be displayed the HTML form for information
- Welcome page — After entered the necessary information, the user redirect to the welcome

Enter:
- Input Buttons — There is two buttons for inserting the input to the model
- Upload the unrecognizable input — The unrecognized gestures can be inputted as image or by collecting

Engage:
- Pre Processing — The unrecognizable input gestures can be process by the model
- Machine Learning Model — The machine learning model compare the input with the MNIST dataset
- MNIST Dataset — Recognize the gestures which best accuracy with the dataset

Exit:
- Return the Output — Display the digit which has high accuracy as a output
- Display the Output in UI — Display the output in the web home page

Extend:
- They got their answers
- They experienced that their time can be reduced

Interactions:

Entice:
- They see the instructions how to process the model
- They fill their info in the login form provided
- They see the welcome page with the name their provided in the forms

Enter:
- After uploading click the submit button
- They see two buttons to insert the gestures, one is for uploading another one is for collecting

Exit:
- They see the output and close the window

Goals & motivations:

Entice:
- Find the solution

Enter:
- Upload gestures correctly
- Submit the gestures

Engage:
- The model works correctly

Exit:
- Get the Correct Solution

Extend:
- Solve the Problem

Positive moments:

Entice:
- A Colorful UI and the Welcome Page

Enter:
- A specific buttons for upload the Gestures

Engage:
- Using Machine Learning Model
- Using MNIST Dataset

Exit:
- Output can be displayed in the home page

Negative moments:

Enter:
- While collecting the gestures by using dataset

Exit:
- Output can't be 100% accuracy

Areas of opportunity:

Entice:
- An assistant
- Animated and colorful UI

Enter:
- While collecting, the suggestion can be displayed

Exit:
- Output and Input can be Compared

Need some inspiration?
See a finished version of this template to kickstart your work.
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