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.

	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?
SCENARIO — Browsing, booking, attending, and rating a local city tour					
Steps — What does the person (or group) typically experience?	Visit website; Upload image; scan image — The client is navigated to our website's upload section; The customer has to upload the image if he has the soft copy of the image; The customer is supposed scan the handwritten digits	Start uploading/ Scanning image; Experience the output — The image can be uploaded or scanned by the customer.; The consumer will be given the digitised output for their specific input.	Checking image; Processing the image; The customer will be satisfied with the correct recognition of digit. — Checks whether customer has uploaded correct handwritten image; After checking the image, it will start processing the image; After successful recognition of digits, the customer will be assisted, once they get their recognized digits correctly	Leave the website — After the correct recognition of digits, the customer will be satisfied	Personalized Recommendation — After experiencing our user friendly website, the customer can share information with their friends 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?	Website section for uploading images; Scan the website's image section; Website area for digital output	Pictures on a website can be uploaded or scanned; Results section	Pop up website message; Website's output part		
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Assist me in locating the correct webpage.; Help me recognize these handwritten numbers; Assist me in preventing incorrect handwritten digit recognition	Assisted scanning or uploading of the image; Assist me to identify these numbers.	Assist me in determining whether provided image is accurate or not.; Provide me some confidence with known digits.		
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	When the digits are accurately identified, it is exciting; When the digits are quickly identified, it is beneficial and productive	It's critical to get accurate digit recognition.; When digits are identified it is exciting and enthusiastic	This application typically works well since it correctly recognizes the dig; We get satisfaction when we receive right results.	People leaves the website with complete satisfaction	we believe that people appreciate these suggestion because they are satisfied
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Sometimes, people upload incorrect photos.; Some people show some anxiety about having their numbers identified accurately.; People might post the blurry pictures.	Uploading or scanning the image could be difficult for certain people.	Some individuals have difficulty uploading, scanning the photograph.; While the image is being digitized, people experience peer pressure.		
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	If the wrong photographs are posted, might we receive an error message; Could we receive a notice when the image is appropriately identified	Could we receive the image we uploaded	Could you provide any assistance for the process	Could you provide a history of recognized digits	How can we tell if a customer is happy and satisfied