

# Customer experience journey map

Utilize this structure to all the more likely comprehend client necessities, inspirations, and obstructions by showing a vital situation or cycle beginning to end. Whenever the situation allows, utilize this guide to record and sum up meetings and perceptions with genuine individuals as opposed to depending on your hunches or suppositions.

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Need some inspiration? Check out these examples of how leading brands are using the customer experience journey map.

## 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.

## A GESTURE - BASED TOOL FOR STERILE BROWSING OF RADIOLOGY IDEATIONS IMAGES

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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?

Through Social Media

Haphazardly while riding client will run over or proposal

People

Sees connection or post

Discus with friends

While having a conversation with friends user will discus

Places

Virtual entertainment

Excitement search

Now with curiosity user will search on internet

Things

Mobiles, Tabs, Laptops, Desktop

### Enter

What do people experience as they begin the process?

Web Application

With curiosity user will enter the web App

People

With an interactive Interface

Checking features

With interest client will go through and learn

Places

At amazing web App

Understand

Presently client will know the component and comprehend the web app

Things

Mobiles, Tabs, Laptops, Desktop

### Engage

In the core moments in the process, what happens?

Apply

Client attempt to utilize it basically

People

Changing the hand signs into text

Realize the features

Client understand the highlights and use it

Places

At the Handling page

Learn more related

Client will comprehend the applications where it can

Things

Mobiles, Tabs, Laptops, Desktop

### Exit

What do people typically experience as the process finishes?

Wants to engage and discuss

Client connect with and attempt to summarize

People

The Outcome

Recommendation

Presently client will suggest through web-based

Places

Sees the text that changed over from

Review

Client will remark it and give idea

Things

Mobiles, Tabs, Laptops, Desktop

### Extend

What happens after the experience is over?

Uses of it

The client ponders the utilization of the application to his local area

People

Remark Page

Suggestions

The client attempts to give some input/ideas for new elements that can be added to the application

Places

At the remark or on the

Through Social Media

Through Web-based Entertainment

Things

Mobiles, Tabs, Laptops, Desktop

Assist me with finding a new thing

Assist me with keeping away from pointless substance

Assist me with riding on your site

Assist me with staying away from lost in way

Help me to change my hand sign into text

Assist me with learning the fundamental hand signs

Assist me with utilizing it proficiently

Assist me with proposing to other people

Assist me with finding out about hand signals

Client will help their companion

Client gets energy about a novel, new thing

Needs to visit with interest

Gets an astounding UI

Feels UI as well disposed

Taking a stab at a new thing (hand sign acknowledgments)

Has a dumbfounded outlook on the work process

Needs visit once more

Gives great survey and ideas

Feel to recommend to the companions

Feels satisfied

Would it be advisable for me I trust this suggestion

What in the event that is stunning

Will it cost

On the off chance that, What it cost

Client will lash out when they don't have the foggiest idea about the fundamental hand

What amount of time it would it require

Where would it be advisable for me I get familiar with the hand signs

Client gives ideas to negatives he confronted

Talk about with companions the prob he confronted

Gives pondered his inclination towards web application

Attempt to mindful of this product in more effective manner

Gives them a desire to trust us

To give a visit choice to new clients

Show them the essential hand signs

Attempt to make it progressively

Lessens the time utilization

Ad lib the by and large execution

Cause the clients to feel fulfilled

To get the inputs and attempt to work on those

Make the interaction simpler