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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.

SCENARIO

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

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

	<div><h3>Entice</h3><p>How does someone initially become aware of this process?</p></div>	<div><h3>Enter</h3><p>What do people experience as they begin the process?</p></div>	<div><h3>Engage</h3><p>In the core moments in the process, what happens?</p></div>	<div><h3>Exit</h3><p>What do people typically experience as the process finishes?</p></div>	<div><h3>Extend</h3><p>What happens after the experience is over?</p></div>
<div><div></div><h4>Steps</h4><p>What does the person (or group) typically experience?</p></div>	<div><div>Commercial and Recommendations</div><div>People learn about the eligibility predictor from both commercial and other users' recommendations</div></div> <div><div>Experts Assistance</div><div>Students receive references from professional advice as well</div></div> <div><div>Career Guidance</div><div>From career analyst also students will come to know about Eligibility Predictor</div></div>	<div><div>Register / Login</div><div>The student should login if they are a frequent user and register if they are a new user</div></div> <div><div>Update details</div><div>Students fill out their grades and academic history</div></div> <div><div>Choose University</div><div>Choose the University from the list that the website has provided</div></div>	<div><div>Evaluation</div><div>Evaluating the details entered by the student</div></div> <div><div>Prediction</div><div>Delivering the list of Universities and its affiliated colleges based on the evaluation result</div></div> <div><div>Choose the University</div><div>The University is chosen from the list that is displayed</div></div> <div><div>Choose the course</div><div>List of courses that the students are eligible to apply are displayed</div></div> <div><div>Admission Process</div><div>The student can move forward with the admission process if they choose to accept the provided University, or they can reject it</div></div>	<div><div>Loginout</div><div>After completing the admission process students leave the website</div></div> <div><div>Feedback</div><div>Feedback is gathered for the future enhancement of the application</div></div>	
<div><div></div><h4>Interactions</h4><p>What interactions do they have at each step along the way?</p><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div>They would have come across some Advertisements in the websites they visit often</div> <div>They may interact with the expert through physical mode in offline mode</div> <div>Students can come to know about their guidance program through magazines or advertisements or attend the program either in person or through online</div>	<div>They will see a user interface where the user enter their login id and password if they are a frequent user and register if they are a new user</div> <div>Students should not skip the password field and also to update their profile and other necessary documents</div> <div>If the user wants to know about affiliated University in other countries the website will provide the relevant links to the other website of the University</div>	<div>The user can view specific details the percentage of the admission process that has been finished and the remaining completion time</div> <div>By evaluating the user data, the Universities that the user is eligible to apply is displayed</div> <div>The University can be chosen from the list as the users wishes to</div> <div>If the user wants to know about a particular Course, an option provided by the website will display the scope of that course</div> <div>After completing the process user can check about the Admission process, area of expertise and program will be displayed</div>	<div>Students can log out by just clicking this Log out button on Navigation Bar</div> <div>Students will be able to fill the feedback at their free time</div>	
<div><div></div><h4>Goals & motivations</h4><p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p></div>	<div>Help me choose the right University</div> <div>Help me to know about the Admission Predictor</div> <div>Help me avoid the trouble of predicting the chances of admission by visiting each college in physical mode</div>	<div>Help me to Login with more than one gmail account</div> <div>Help me to view the percentage of how much I have updated my details</div> <div>Help me in joining the desired University</div>	<div>Help me to view the result of evaluation at a short period of time</div> <div>Help me to be aware of my eligibility to join a particular University</div> <div>Help me to choose the university that is best suited based on my eligibility</div> <div>Help me to avoid the inconvenience about my eligibility in choosing the right course in the chosen University</div> <div>Help me to know the details of Admission process well in advance</div>	<div>Help me to Log out successfully and the account been accessed by an unauthorized person</div> <div>Help me to express my feedback with complete liberty</div>	
<div><div></div><h4>Positive moments</h4><p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div>	<div>Advertisements indicate the users to use the Admission Predictor</div> <div>It provides the system with thorough understanding and inspiration to use Admission Predictor</div> <div>Providing the user with information in charts, banners and videos of admission in digital format will increase their inclination</div>	<div>A better user interface and uncomplicated use of the login platform are available to users</div> <div>The user is more at ease when there is no intrusive, unrequested just for updating their details</div> <div>Knowing that eligibility and possibilities of admission to their preferred university increases the student's enthusiasm</div>	<div>The user is more at ease because the application process is streamlined as per their requirements</div> <div>Predicting the chances of admission in a timely manner</div> <div>Students receive a list of universities based on their top academic performance</div> <div>Students learn more about the specifics of their selected university and the courses it offers</div>	<div>Users are happy to leave the app after receiving the best outcome</div> <div>Users who use public computers could experience a secured logout process</div> <div>Allowing customers to openly express their emotions will make them feel good</div>	
<div><div></div><h4>Negative moments</h4><p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div>	<div>The Commercial may be fake</div> <div>Misinterpretation of Guidance from Career Analyst</div>	<div>Login / Registration is not allowed if the user gives invalid Credentials</div> <div>Entering wrong details leads to inappropriate prediction</div> <div>University names might be wrongly chosen due to oversight error</div>	<div>Evaluation may go incorrect if their details are not entered correctly</div> <div>When predicting the outcome takes long time, they feel frustrated</div> <div>Students may get confused to choose the proper University</div> <div>Students are worried if they are not eligible to choose their desired course</div> <div>Students may get confused to choose the proper course</div>	<div>While using public computers their account is at the risk of unauthorized access if not logged out properly</div>	
<div><div></div><h4>Areas of opportunity</h4><p>How might we make each step better? What ideas do we have? What have others suggested?</p></div>	<div>Keeping the fraudulent website away from showing the Admission Predictor advertisement</div> <div>Students should approach who are experts in their domain</div> <div>Making the existence of Guidance from Career Analyst</div>	<div>Enabling the autofill option when the students need to Register</div> <div>Students can update their profile often at their appropriate time</div> <div>One state's college list could be expanded to include several states</div> <div>Percentage scale increases as the student update their profile</div>	<div>Reducing the time taken for evaluation</div> <div>Prediction can be improved by including more datasets</div> <div>Relevant University names are listed down when user starts typing few characters</div> <div>Scope of each course is displayed</div>	<div>The user account will automatically log out if the application is not used for a while</div> <div>Users can only receive some of the advertisement for free, which is not enough to promote features by offering a premium</div>	