# **Customer ecperience** journey map

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?

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

What steps does a typical person find enjoyable, productive, fun,

What steps does a typical person find frustrating, confusing, angering,

### 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?

# Experts and career guidance Recommendations/

# Students register if they are a new user or else login

**Enter** 

What do people

experience as they

begin the process?

Students fill their details, grades and academic history

# 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?

## Feedback

Help me to express my feedback with

Allowing users to openly express their emotion make them feel good

### Goals & motivations

# Positive moments

motivating, delightful, or exciting?

### Negative moments

costly, or time-consuming?

be chosen from the list as the

that calculates the cutoff and returns the result

Help me to logout successfully and preventing access to my account

Leads to disappointments, when are not able to get desired courses