




# Customer experience journey map

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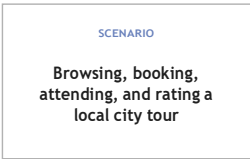













## Document an existing experience

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.

<div><div></div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div><div>Hear from friends and colleagues, develop interest into the app</div><div>A happy customer shares their experiences with people around them.</div></div><div><div>Searching for apps and get recommended under similar interests</div><div>When there is a need, people search for applications and find the app under similar interests.</div></div></div>	<div><div><div>Home Page</div><div>The home page consists of what the users generally or most commonly use the application for.</div></div><div><div>ChatBot</div><div>A chatbot at the welcome screen to navigate and aid the user to make decisions using valid recommendations.</div></div></div>	<div><div><div>Search</div><div>The user searches for an item or the chatbot recommends them to buy a product which are most commonly purchased.</div></div><div><div>Browse</div><div>The user then browses through the variety of products under categories for an ideal product of their choice.</div></div><div><div>Choose</div><div>When they find a product or a collection of products that they desire, they choose and move to the cart for further process.</div></div><div><div>Order</div><div>A user completes the purchase from a variety of options either cash or cashless, UPI, card, etc.,</div></div><div><div>Delivery</div><div>The manufacturer or delivering company gets the order and deliver the ordered product to the customer within the specified date.</div></div></div>	<div><div><div>Receive</div><div>The customer receives the product is the one they ordered, try them out, give feedback to the delivery company.</div></div><div><div>Replace</div><div>In case the customer is not satisfied with the product or have other queries, they send back the product for replacements or refund.</div></div></div>	<div><div><div>Reviews</div><div>The user after they have experienced with the product or application, they give review inside the application or the app store.</div></div><div><div>Recommendations and Reuses</div><div>The users, from their experiences, recommend the app to their circle, and reuse when they need to purchase new products.</div></div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>More discounts and offers to be provided to attract users</div><div>On searching of desired product and selection of quality of product</div><div>Selection of products from recommended products</div><div>User Interface interacts the the user</div><div>By giving more discounts</div><div>The app assistant helps user to navigate</div></div>	<div><div>Navigation from page to page remains stable and smooth</div><div>Voice assistant is used to show high recommendations of the products</div></div>	<div><div>The good UI experience</div><div>Privacy and security of the system</div><div>User should feel the product is worth of money after buying the product</div></div>	<div><div>User can rate and review the product after the product is delivered</div><div>People around the user can relate to the application and start using the product</div></div>	
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid..." )</div></div>	<div><div>To get desired product</div><div>attractive products</div><div>Value for money</div></div>	<div><div>Refreshed interface and Interactive chat bot</div><div>Offers and discounts on moving carousel</div><div>Landing page with attractive products</div></div>	<div><div>People will more engage with chat bot recommendation</div><div>Felling free to search more products</div><div>Looking into trending and quality things</div><div>Review and rating</div><div>Checking availability</div></div>	<div><div>Checking order status</div><div>Moving selected products into cart</div><div>Checking offer time</div></div>	<div><div>Pushing notification</div><div>Processing Order</div><div>Recommending products related to search</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Positive feedbacks and recommendations from the circle.</div><div>Customer ratings in app stores and more download and install count.</div><div>A smooth and adaptive UI that creates an interest for the user.</div><div>An Intelligent assistant that can understand the needs of the user.</div></div>	<div><div>User finds product of desire.</div><div>User finds better products than what they wanted</div><div>User gets huge offers and discounts and makes big savings.</div></div>	<div><div>User gets the product in good shape.</div><div>The delivery process is easy and user-friendly.</div></div>	<div><div>User continues to reuse the applications for future purchases and gets similar experiences.</div><div>User gives good reviews and recommendations to their circle.</div></div>	
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Choosing quality products</div><div>Application Navigation</div><div>Payment process</div></div>	<div><div>User Interface</div><div>Viewing products</div><div>New chat bot</div></div>	<div><div>New mechanism</div><div>Chat bot recommendation</div><div>New type search</div></div>	<div><div>User experience</div><div>Searching products with discount and offers</div><div>Delay deliver date and offer expire</div></div>	<div><div>More push notification</div><div>Offer expired</div><div>Background process active</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>We created chat bot which make more interaction towards user</div><div>We organized the best recommendation based on a user perspective</div><div>Chat bot use for navigation</div></div>	<div><div>More suggested products using search</div><div>Easy finding products using chat bot</div><div>Making user to have more interaction with application</div></div>	<div><div>Chat bot creates more engaging user</div><div>making user to stick with application</div><div>User finds more easy way to search products with chat bot</div></div>	<div><div>satisfied with</div><div>Experienced with new chat bot</div><div>Satisfied with application</div></div>	<div><div>enhancing user experience</div><div>Showing new products based on search</div><div>Making enhancements in the application for better experience</div></div>