

# Project Design Phase II

## Customer Journey

Template

### 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.

Created in partnership with

Product School

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**Need some inspiration?**

See a finished version of this template to kickstart your work.

[Open example](#)

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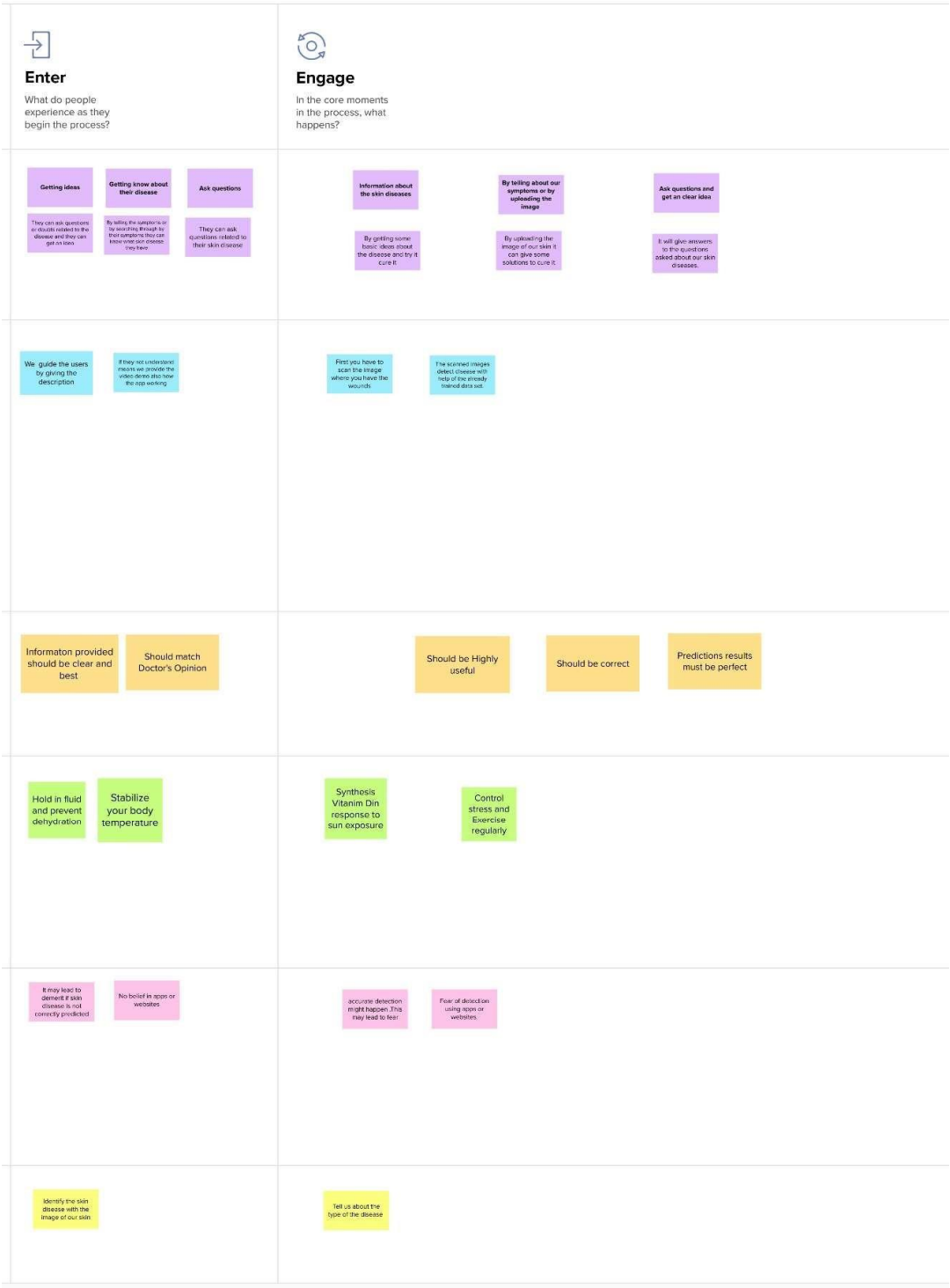
#### Document an existing experience



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.

<div>SCENARIO</div> <p>Browsing, booking, attending, and rating a local city tour</p>	<div>Entice</div> <p>How does someone initially become aware of this process?</p>
<div>Steps</div> <p>What does the person (or group) typically experience?</p>	<div>Searching through the Internet</div> <p>Most people first search through the Internet for reviews</p> <div>Getting suggestions</div> <p>Getting suggestions from friends, family and social media</p> <div>Symptoms</div> <p>They don't just want to find a tour, they want to find a tour that's interesting and fun</p>
<div>Interactions</div> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	<div>People know our website based on our experience or told by the users</div> <p>Interacting via Internet</p> <p>People often discuss and they know what it's like they have</p>
<div>Goals &amp; motivations</div> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>The goal is to provide better way for the people in search of good website about skin diseases</p> <p>The people's goal is to find a better site for their questions about skin problems</p>
<div>Positive moments</div> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>apply pre-work cream before starting a work period</p> <p>apply conditioning cream after washing a hands</p>
<div>Negative moments</div> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Sometimes there might be confusion of the process</p> <p>They may not have suggestions from many reviews and people</p>
<div>Areas of opportunity</div> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Registration form</p>

**TIP**

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



 <p><b>Exit</b></p> <p>What do people typically experience as the process finishes?</p>	 <p><b>Extend</b></p> <p>What happens after the experience is over?</p>	
<div> <div>About the disease</div> <div>Effects about the disease</div> <div>What treatment to take</div> </div> <div> <div>At the end of the process the user can know what disease it is and consult its causes</div> <div>Can know about the effects of the diseases</div> <div>At the end of the process the user can know what treatment to take</div> </div>	<div> <div>Cure</div> <div>Meeting the doctor</div> </div> <div> <div>Cure to the disease</div> <div>Meet the doctor and get preventive measures.</div> </div>	
<div> <div>After finishing the process the users are able to know the what type they have</div> <div>We got a lot of useful inputs based on the similarity we detect and predict the correct disease</div> </div>	<div> <div>Then they have to consult the doctor based upon the disease they have.</div> <div>They have two possible ways either they really go to visit or virtual lobby doctor</div> </div>	
<div> <div>To get a better solution</div> <div>Faster results</div> </div>	<div> <div>The data should be updated regularly</div> </div>	
<div> <div>people generally leave loans feeling refreshed and repaired</div> <div>People looking back on their past trips</div> </div>	<div> <div>We think people like their recommendations because they have an extremely high engagement rate</div> </div>	
<div> <div>Delay in diagnosing skin diseases</div> <div>Misdiagnosis of diseases may happen</div> </div>	<div> <div>Can't predict low or high risk</div> </div>	
<div> <div>User can identify the skin disease and they can get the accurate solution</div> </div>	<div> <div>Remind us to take the necessary medicines and follow</div> </div>	