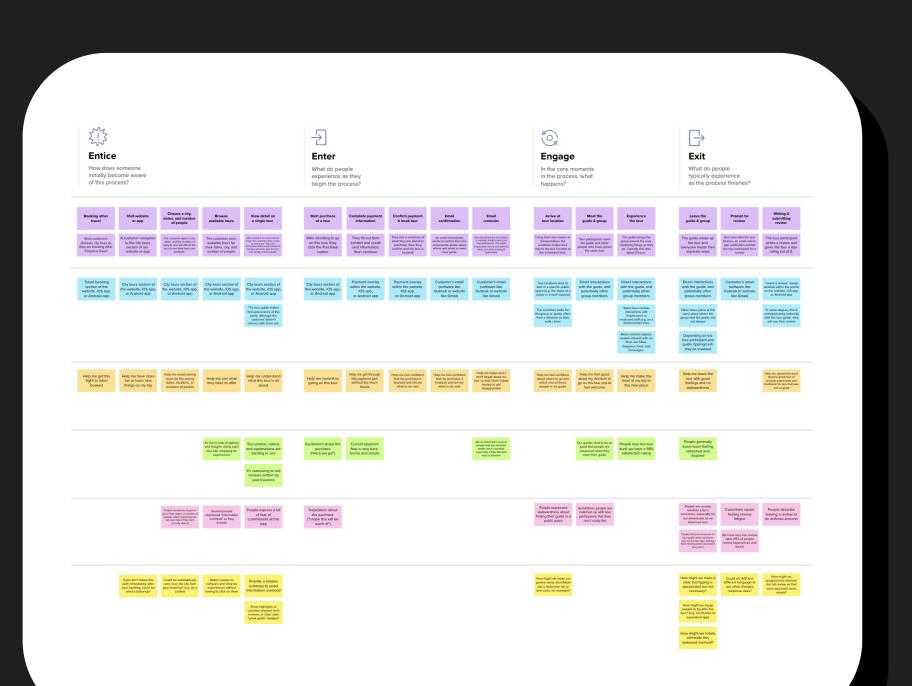


Customer experience journey map

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.

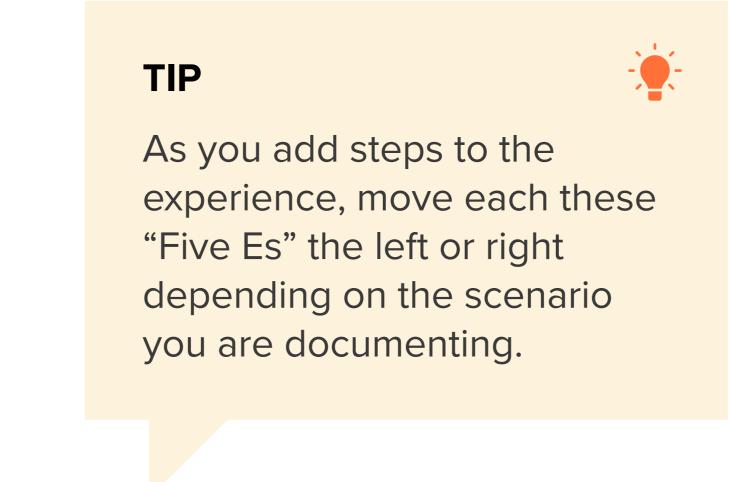
Product School





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 Using a containment zone application | Entice How does someone initially become aware of this process? | Enter What do people experience as they begin the process? | 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? |
|---|--|---|--|---|---|
| Steps What does the person (or group) typically experience? | Visit website or app A user navigates to the main portal of our app. Trying out an ap Most user tend to try out variou apps regarding COVID | After installing our application, the user creates an ID for him/her to use. After installing our views their current location on the Map | View our location Containment Zones using this application, the user views the nearby containment zones. View Covid statistics view Covid statistics using the statistics of the app. | Review Writing & submitting feedback | Personalized recommendations Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization Background Monitoring |
| 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? | Tries out some aps recommended similar to our app our user | Enter the registration details User sees his or her Current Location on the Map Cur app makes frst appearance at this point, although the customer doesn't interact with them yet After Verification is done and the customer logs in. | User is able to view the nearby containment zones Some Recommended precautions are also shown to the user to protect them from Covid area. | The customer is prowpted to sense of awareness the app. Thereby providing sense of awareness to public | User shares the app with friends and family, ensuring their safety through our app |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Help me to fnd Covid Stats Awarness | Help me log in without much effort Help me to view details without much efforts | Help me go to places without getting affected by COVID-19 Help me plan my trips by showing containment zones on my route that I can avoid | Help me leave the safe and secure I require | Help me by sending of the alerts even while I am not using the application User is aware of the covid stats and its seriousness |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Pleasant reviews from our users encourage others to use our app | User likes the Covid stats section We've heard from several people that the alerts were essential User loves the app Ul | People generally feel safe and secure Quick Alert is sent to user. | People generally feel safe and secure To some degree, this is communicating indirectly with the admins, who will see their revie | People are interested in how frequently our alerts have kept them out of containment zones. We think people like these recommendations because they have an extremely high engagement rate |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Geolocation services may fail at times User goes offline | Authentication issues might arise | Failure of Location Services Latency in fetching data from the Cloud | User might get uncomfortable if the app exits abruptly User might feel annoyed by the prompt for review | User might be doubtful if the app will deliver alerts after it has been closed user might be doubt if user maintain correct database |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | How can we reach out to more people in less time? How can we make our app more unique and novel | How might we reduce the latency in updating the user details? How might we improve the customer location accuracy? | How might we reduce improve the Covid updating the containment zones? | How could we effectively use exitintent popups to improve UX? How might we put a smile on the user's face when he/she exits the app? | How to ensure that the alert delivered is seen by the user while the app is not in use How might we update the app to track other pandemics |

