

Project Design Phase-II
Customer Journey



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.

<p>SCENARIO</p> <p>Browsing, booking, attending, and rating a local city tour</p>	<p></p> <p>Entice</p> <p>How does someone initially become aware of this process?</p>				
<p></p> <p>Steps</p> <p>What does the person (or group) typically experience?</p>	<table border="1"> <tr> <td data-bbox="1043 613 1123 703"> <p>Searching through the Internet</p> <p>Most people first search through the Internet for reviews.</p> </td> <td data-bbox="1123 613 1203 703"> <p>Getting Suggestion</p> <p>Getting suggestion from friends, family and social media.</p> </td> <td data-bbox="1203 613 1283 703"> <p>Symptoms</p> <p>How badly will react to the disease and the symptoms attack.</p> </td> </tr> </table>	<p>Searching through the Internet</p> <p>Most people first search through the Internet for reviews.</p>	<p>Getting Suggestion</p> <p>Getting suggestion from friends, family and social media.</p>	<p>Symptoms</p> <p>How badly will react to the disease and the symptoms attack.</p>	
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<p></p> <p>Interactions</p> <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? 	<table border="1"> <tr> <td data-bbox="1043 792 1123 882"> <p>People know our website based on their experience or told by the agent.</p> </td> <td data-bbox="1123 792 1203 882"> <p>Interacting via internet</p> </td> </tr> <tr> <td colspan="2" data-bbox="1123 882 1203 972"> <p>People scan QR code and they know what disease they have.</p> </td> </tr> </table>	<p>People know our website based on their experience or told by the agent.</p>	<p>Interacting via internet</p>	<p>People scan QR code and they know what disease they have.</p>	
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<p>People scan QR code and they know what disease they have.</p>					
<p></p> <p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<table border="1"> <tr> <td data-bbox="1043 1106 1123 1196"> <p>The Goal is to provide better way for the people in search of good website about skin diseases</p> </td> <td data-bbox="1123 1106 1283 1196"> <p>The people's goal is to find a better site for their questions about skin problems</p> </td> </tr> </table>	<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>		
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<p></p> <p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<table border="1"> <tr> <td data-bbox="1043 1254 1123 1344"> <p>apply pre-work cream before starting a work period</p> </td> <td data-bbox="1123 1254 1203 1344"> <p>apply conditioning cream after washing a hands</p> </td> </tr> </table>	<p>apply pre-work cream before starting a work period</p>	<p>apply conditioning cream after washing a hands</p>		
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<p></p> <p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<table border="1"> <tr> <td data-bbox="1043 1478 1123 1568"> <p>Sometimes there might be confusion of diseases</p> </td> <td data-bbox="1123 1478 1203 1568"> <p>They may get many suggestions from many websites and people</p> </td> </tr> </table>	<p>Sometimes there might be confusion of diseases</p>	<p>They may get many suggestions from many websites and people</p>		
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<p></p> <p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<table border="1"> <tr> <td data-bbox="1043 1688 1123 1778"> <p>Registration form</p> </td> </tr> </table>	<p>Registration form</p>			
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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>Exit</p> <p>What do people typically experience as the process finishes?</p>	 <p>Extend</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>At the end of the process the user can know what disease it is and how to choose</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>Cure to the disease</div> <div>Meet the doctor and get preventive measures.</div> </div>	
<div> <div>After finishing the process the user are able to identify the which type they have</div> <div>We get a lot of similar images based on the skin by our robot 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 seen previous user, enter they rectify by manual or artificial</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 hours 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>cant pretend 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 actions</div> </div>	