

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.

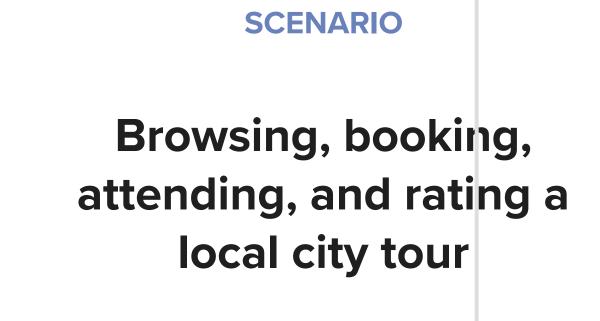
Product School

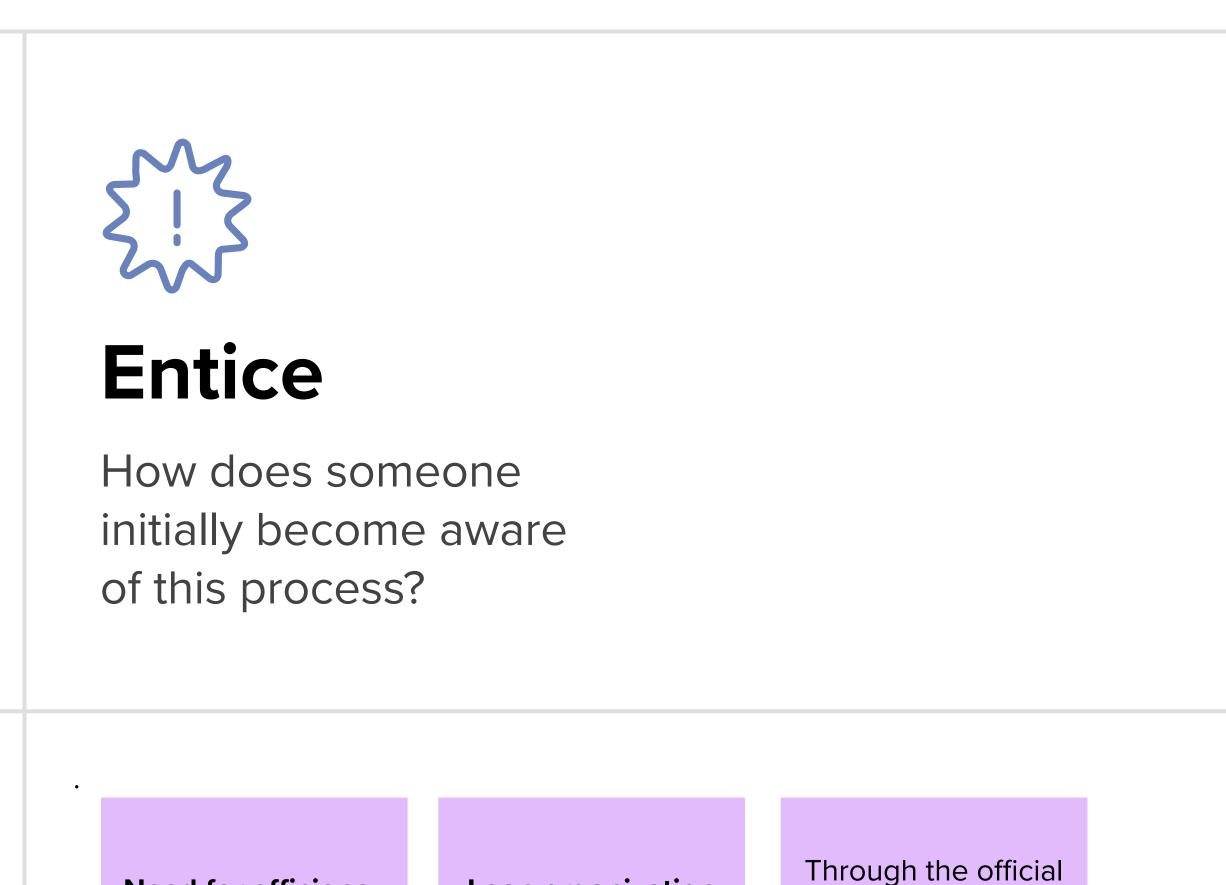


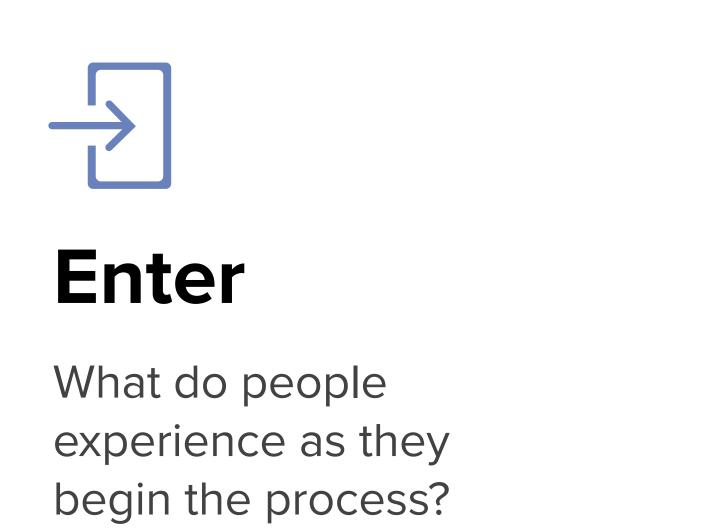


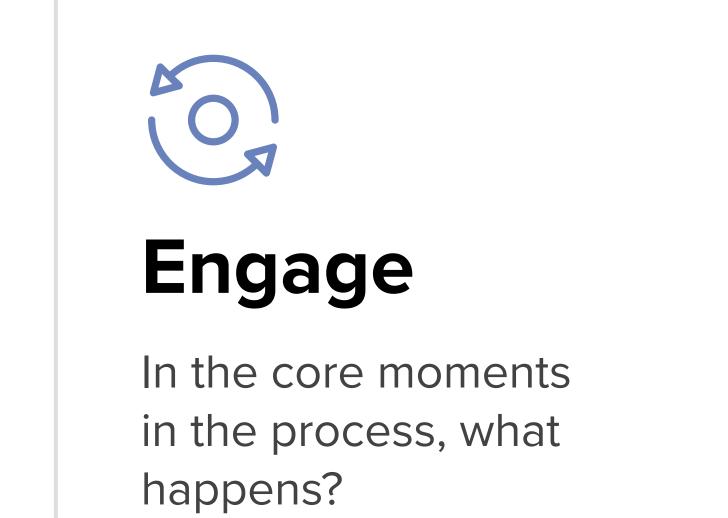
Document an existing experience

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.

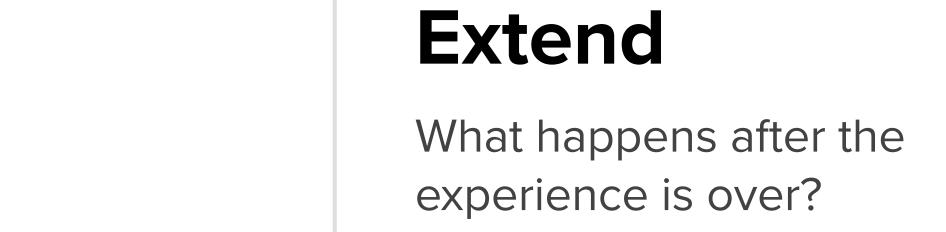


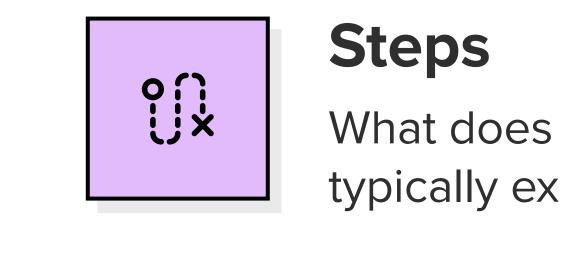






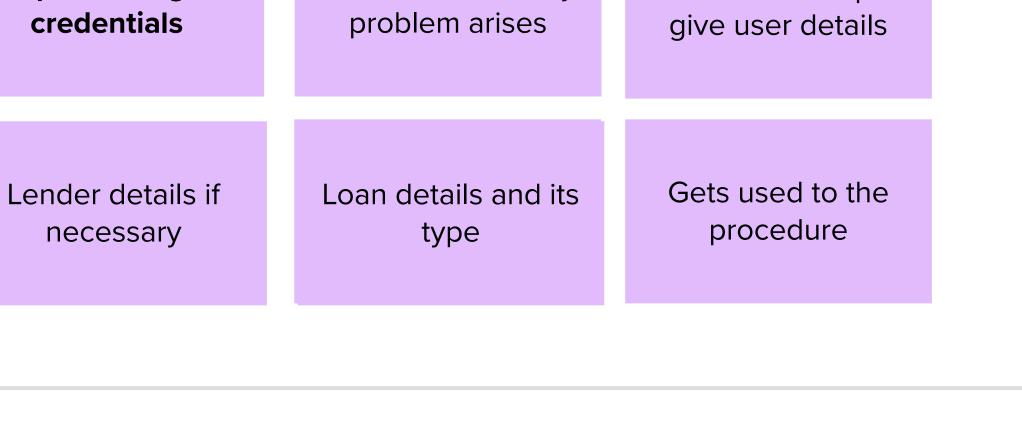


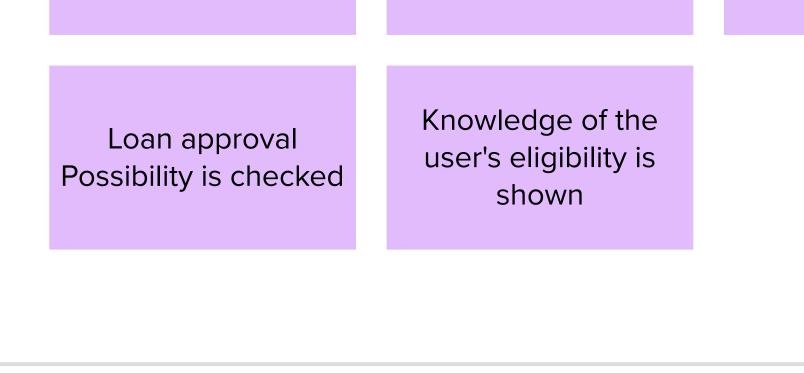




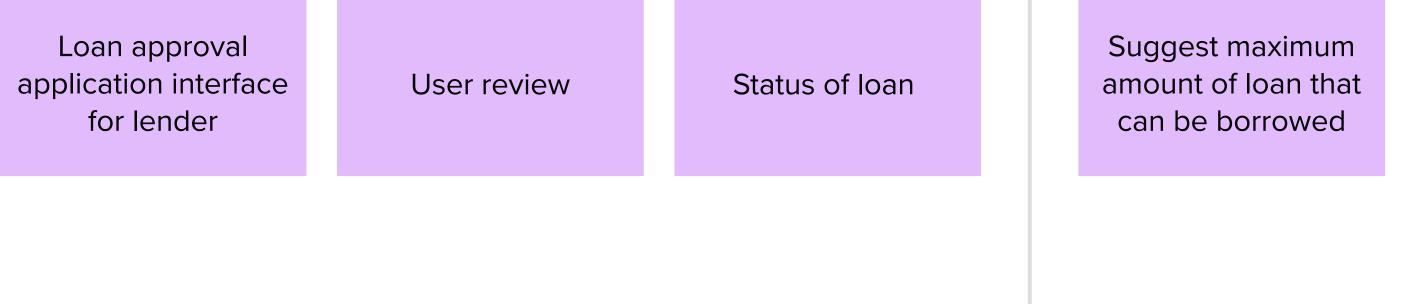
What does the person (or group) typically experience?

| sfying feel while organizing | While searching the procedure and Processes | Through channels that specificallly functions for loans and such | |
|---------------------------------|---|--|--|
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| | | | |
| | | | |



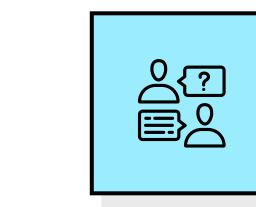








Efficient user registration and login



What interactions do they have at

Interactions

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

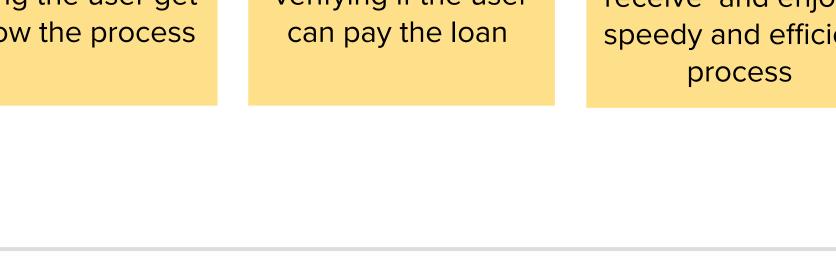


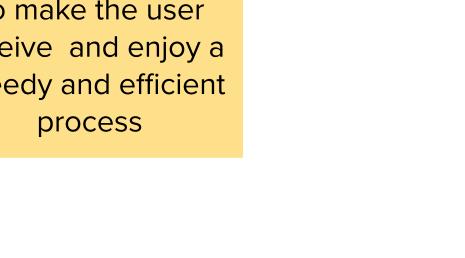
Goals & motivations At each step, what is a person's ("Help me..." or "Help me avoid...")

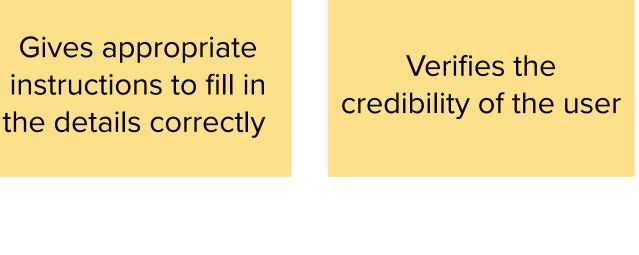
What steps does a typical person

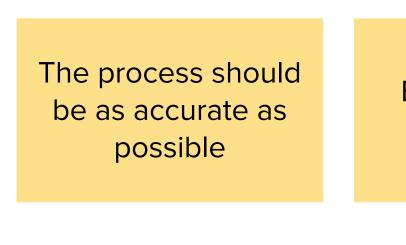
find enjoyable, productive, fun,

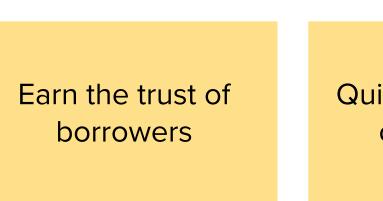
Positive moments

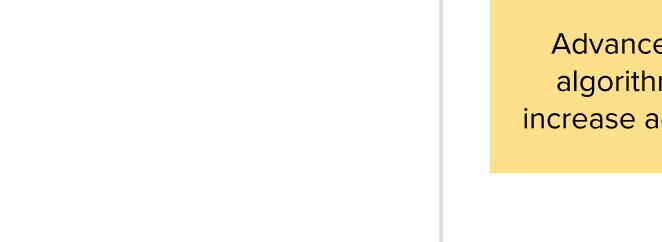










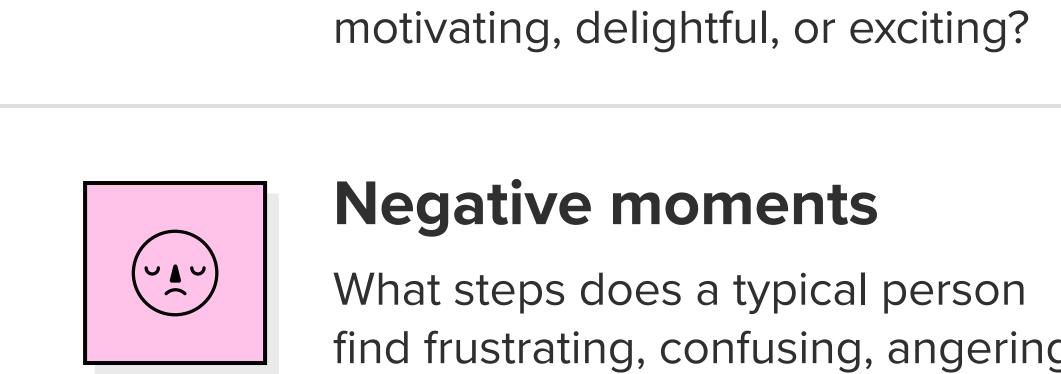












Negative moments find frustrating, confusing, angering,

What have others suggested?

| er providing sleading ormation | Borrower providing misleading information |
|--------------------------------------|---|
| | |



