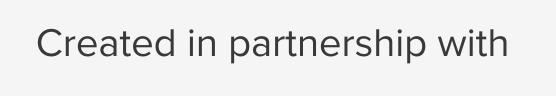


## Customer experience journey map

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.

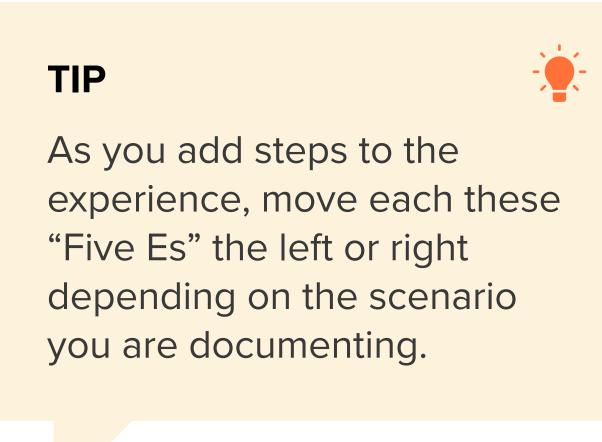


Product School



## 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.



Browsing, booking, attending, and rating a local city tour	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?	Create A Routine. Keep It Visible  Use A Pillbox. Flip Pill Bottle Over.  Carry Extra Doses. Record Each Dose	They might know about their medicines  They get their medicines on time	They should monitor each and every source  Medicine reminder serves as a good way on track and uphold an appropriate shedule	Ensuring that you and your loved one is properly taking their medicines	They should know about their reminders on previous pills
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?	They must talk to or see the reminders on time  in house or they can fit it in their bodies  Smart Watches, Mobile phones etc	smart watches helps reminder through notification	Medicines should take on time	After that they get responded towards pills	The reminders should notify the dosage of pills
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Must take the medicines on time Cannot forgot to take medincines after using medicine reminder	carry extra doses record each doses	Dosage of each and every pillis should be noted	They get their medicines on time	The medicines should have less dosages comparitively less
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	They get their reminders properly from their sout	They should know about their pills details	Medicines provides the secure life of carages	They should properly known about their device	The proper usage of medicine reminder should have equal
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	They get frustrated while confusion on taking medicines	They shouldn't known the proper timings	They should know about their pill details	Customer evaluation on reminders on a particular time	The pills are remains kept safe and much controllable
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	We should frequently update the medicine details  frequently increase the medicine quantity before they get nil	They get their response soon	they get their response back to back	They should know about their details of pills	The pills are very important to stay healthy and securely

