



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.

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SCENARIO	Detecting harmful gases		Creation of Web Application		Alerting users through e-mail or SMS	Notifying admin about leakage along with location.
Steps What does the person (or group) typically experience?	Proper maintenance of cylinders in gas industries.		Setting up a connection so that once gas leakage is detected, it is reflected on the website.		The users must be made aware that gas is being leaked in their household/ industries.	Using GSM module ,the notification message is sent to the user.
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?	How much gases can it detect?	What kind of sensor can be used?	Can it show the amount leaked?	Can it display the permissible level of gases?	How long does the system take to alert the user?	When does the system send alert message?
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me In proper Maintenance Of cylinders in Gas industries.	Help me to detect the amount of Gasleakage.	Display the Low quality And good Quality products online.	Display the permissible level above which leakage is harmful.	Alert the user as early as possible.	Alert the user when the leakage has crossed the level.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is easy to fix the problem after finding the cause.		Feels comfortable to got to know about more secure products for their problem.		Alerting the user can help them to reach the spot early and prevent damage.	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	If there is a technical problem there is a possibility of explosion.		If the website shows only gas is leaked without amount of leakage, its of no use.		Due to network issues the alarm messages will be delivered lately.	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We can have peaceful environment in industries.		Automatic show down off power supply to prevent the environment.		It will provide you a 24/7 monitoring.	

