




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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







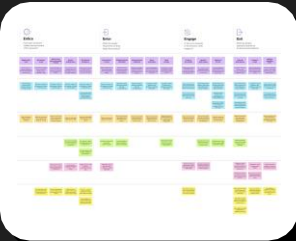
Document an existing experience

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.

TIP
As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.



<div> SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div> Entice</div> <div>How does someone initially become aware of this process?</div>	<div> Enter</div> <div>What do people experience as they begin the process?</div>	<div> Engage</div> <div>In the core moments in the process, what happens?</div>	<div> Exit</div> <div>What do people typically experience as the process finishes?</div>	<div> Extend</div> <div>What happens after the experience is over?</div>
<div> Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Through sales and marketing leads</div> <div>Through social media and other online platforms</div> <div>Through friends and relatives</div> <div>Through newspaper ,pamphlets etc</div>	<div>Initial creation of account and login</div> <div>Study about the application</div>	<div>Get patient data</div> <div>Perform analysis on the given data</div> <div>Observe the Predicted result</div>	<div>Gets a result</div> <div>Is aware of his/her condition</div> <div>Must think what to do next</div>	<div>Consults doctor for more information</div> <div>Provides feedback</div> <div>Starts to take care of one's health</div>
<div> Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Browsing websites , youtube , instagram etc</div> <div>By talking to friends and family</div> <div>By reading brochures and newspaper</div> <div>By interacting with marketing people</div>	<div>Tries to understand the user interface</div> <div>Creates account and logins into it</div>	<div>Understands the necessary procedures in this stage</div> <div>Checks the observed result</div>	<div>Plan about future steps</div>	<div>Face to face doctor consultation</div> <div>Takes treatment</div> <div>Provides feedback</div>
<div> Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Early diagnosis</div> <div>A user friendly ,easy to access application</div> <div>Accurate results</div>	<div>Understand the usage of application</div> <div>Upload the necessary data</div>	<div>Diagnosis of disease</div> <div>To get details about a patient's condition</div> <div>To chart out further treatment plan</div>	<div>Chart out treatment plan</div> <div>Proceed with the treatment</div>	<div>Providing feedback</div> <div>Provides treatment plan</div> <div>Consults doctor</div>
<div> Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Early detection is possible</div> <div>There is cure</div>	<div>User friendly UI</div> <div>Easy to access</div> <div>Simple</div> <div>Is aware of his/her condition</div>	<div>Early diagnosis</div> <div>Comes to know about patient's condition</div>	<div>Aids in early treatment</div> <div>Accurate analysis</div> <div>Gets a detailed report</div>	<div>Application is easily accessible</div> <div>Gives more than one option of treatment</div> <div>Gives a patient confirmation of his/her condition</div>
<div> Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Scared of the disease</div> <div>Doubtful about the accuracy of end result</div>	<div>Without access to electronic gadgets ,its hard</div> <div>There might be glitches</div>	<div>Internet issue is a problem</div> <div>Incorrect input data is a problem</div> <div>There might be inaccuracies</div>	<div>Sometimes there might be discord between reality and prediction</div>	<div>There is a lack in trust when coming to these online applications</div> <div>Some people trust in conventional methods more than these</div> <div>There are possibilities of errors</div>
<div> Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Must be updated now and then</div> <div>Must try to cover all kinds of people in the sample data</div>	<div>If possible to skip user registration</div> <div>Make it compatible for different devices/OS</div>	<div>Must use latest technology</div> <div>Should be updated periodically</div> <div>Accuracy should be increased</div>	<div>Privacy should be a priority</div> <div>Storage of data in app can help for future reference</div>	<div>Reminders will be helpful</div>



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