



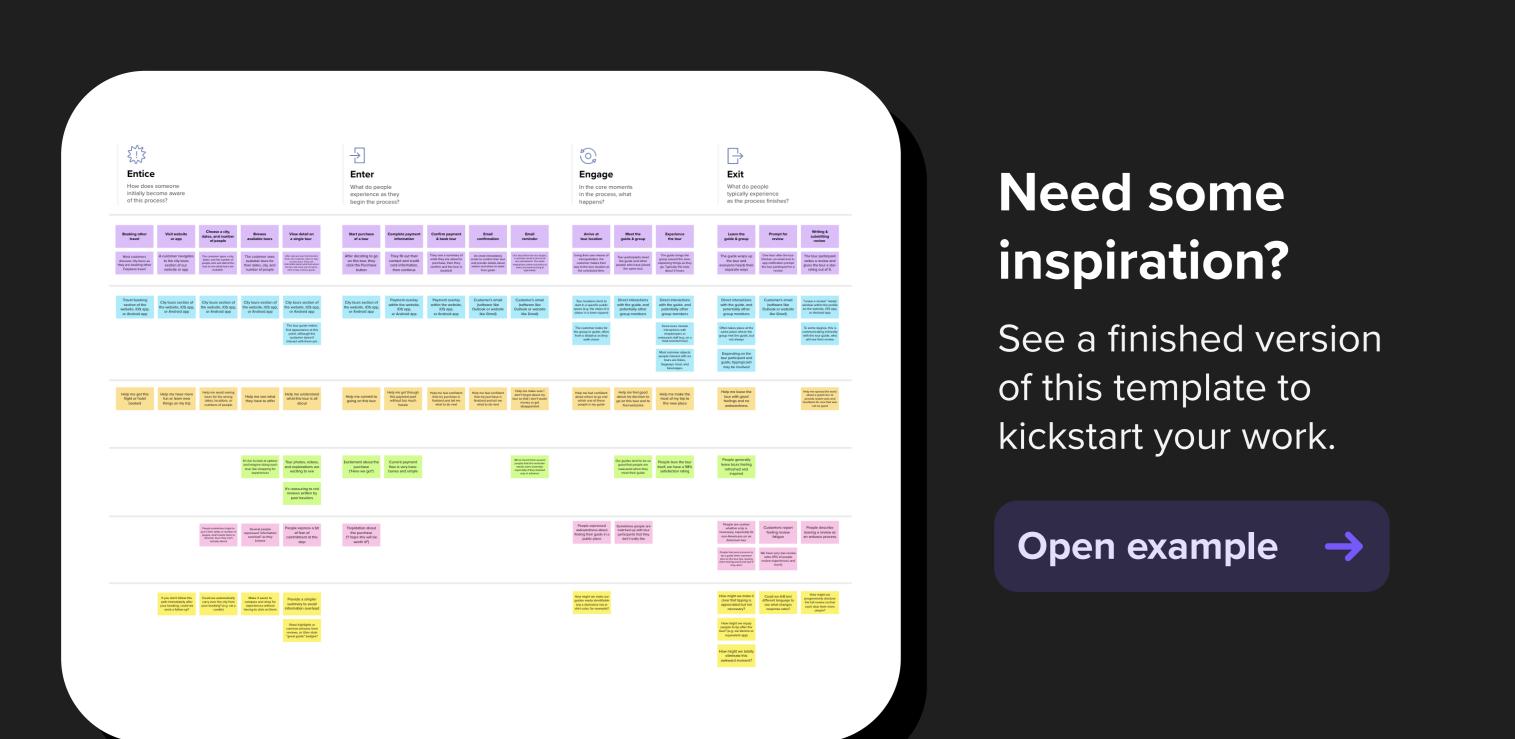
Customer experience journey map

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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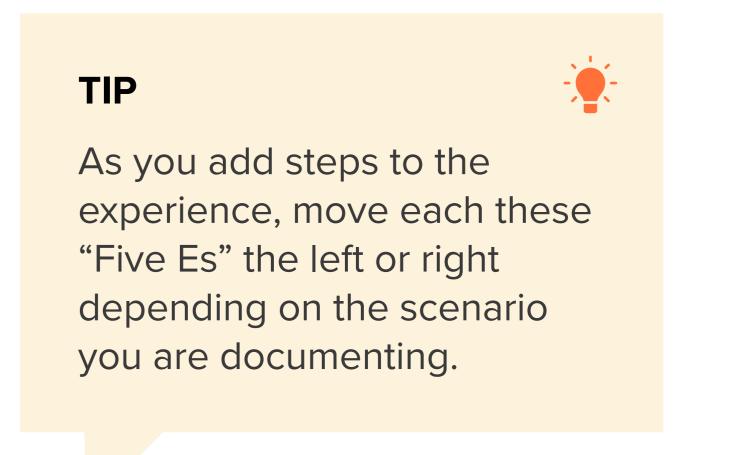
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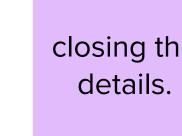




Document an existing experience

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.





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?	Registration stock details count if product is zero automatically ,email alert to retailers door delivery	quality make a stastical graph visulaisation	waiting for response waiting for agent to respond. waiting for the specific agent to respond.	closing the stock details and purchase product. finalize the stock details pay bill amount.	give feedback about product and quality. give feedback about inventory stock.
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?	customer dashbord of the application. chatbot ,email support	customer and admin source application. chatbot and email support.	customer and agent. email notification.	customer adminstrator and agent customer care application. stock closing.	customer notification.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	problems to be solved. 24*7 service.	flexible support from application. fast receving and time managed.	solving the issue on time. all time support.	managed response for accurate response. flexiable navigation.	help to customer get solution for their problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	solution receive at a quick response.	memory responding to customer.	most expant agent.	managing the utilization of customer.	agent should be customer solve the problem.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	delayed response.	not responsing.	time out stock to update .	making false customer stock.	waiting on hold for too long.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	adiministrative routing. delayed response autometed stock closing.	automated navigation mapping.	time consuming for barcode scaning	automated stock close. automated routing.	offer fast support. waiting redued time.