

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.

Created in partnership with

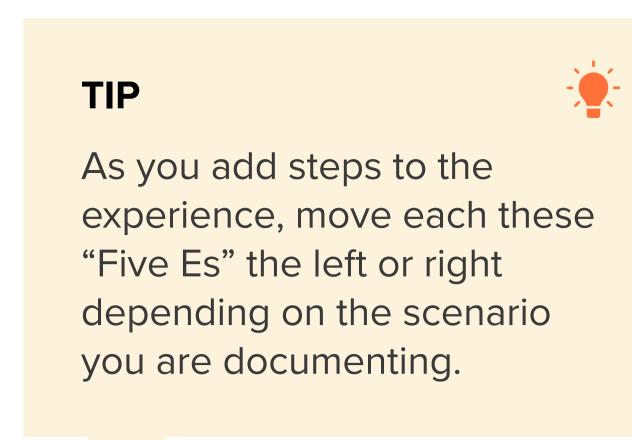
Product School





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?	User should know how the process works. User can use the provided manual to understand the process.	User should login to analyse the water quality. User should accept the terms and conditions of the process.	User should provide the parameters that are important to find the quality of water. User will be redirected to the result page.	The result will be displayed to the user. User can check whether the water is safe is drink or not. User can predict the water quality again also.	feedback or ratings recommend of about process.
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?		Communication with service provider.	Interact with system for providing inputs.	Interaction through E-mail.	By using web application.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to understand how the process works. Explain each and every step thoroughly.	Help me to analyse the quality of water.	Help me to provide the input successfully.	To provide the accurate measurment of water quality. To check whether the water is safe to drink or not.	To reduce the water borne diseases. To increase efficience
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Safe to drink.	Simple and easy to analyse the water quality.	User feel relaxed about water quality.	Harmful substances are not present. Correct amount of substances are present.	Time consuming is less.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Provided measurements may reeling insecure. not be accurate.	Feeling irritated when errors occurs.	User feel frustrated if they don't get the expected results.	Datasets are difficult to collect.	Collecting the data from the water bodies can be expensive.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Implement innovative ideas.	Identifying the common factors that affects the water quality and determining the best solution.	More number of water quality parameters should analysed.	Automatic prediction and calculation.	Water quality analysis using WQI prediction.