

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.

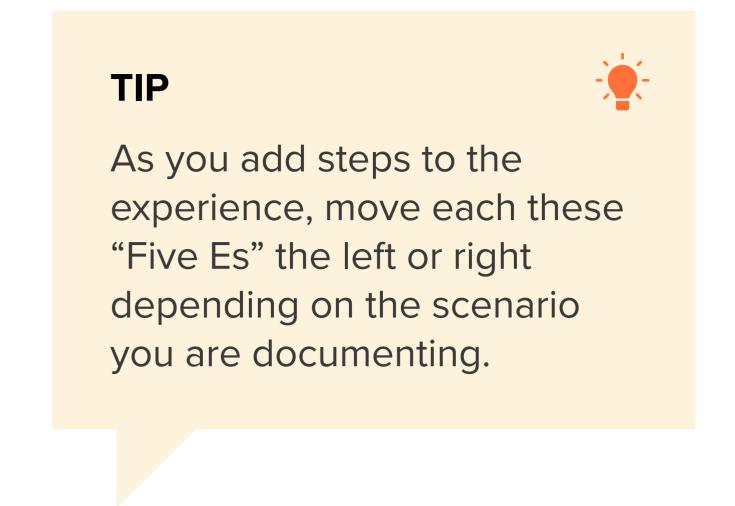
Created in partnership with





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.



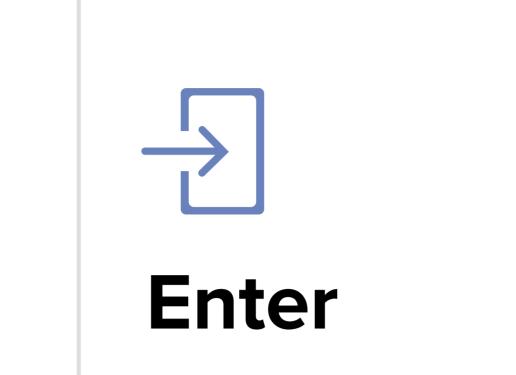


ENTERING, LOGIN, CHECKING WATER QUALITY, GETTING RESULTS,LOGOUT FROM THE WEBSITE



of this process?

By Advertising



What do people

experience as they

begin the process?



Engage

User should provide

In the core moments in the process, what



Exit

What do people typically experience as the process finishes?

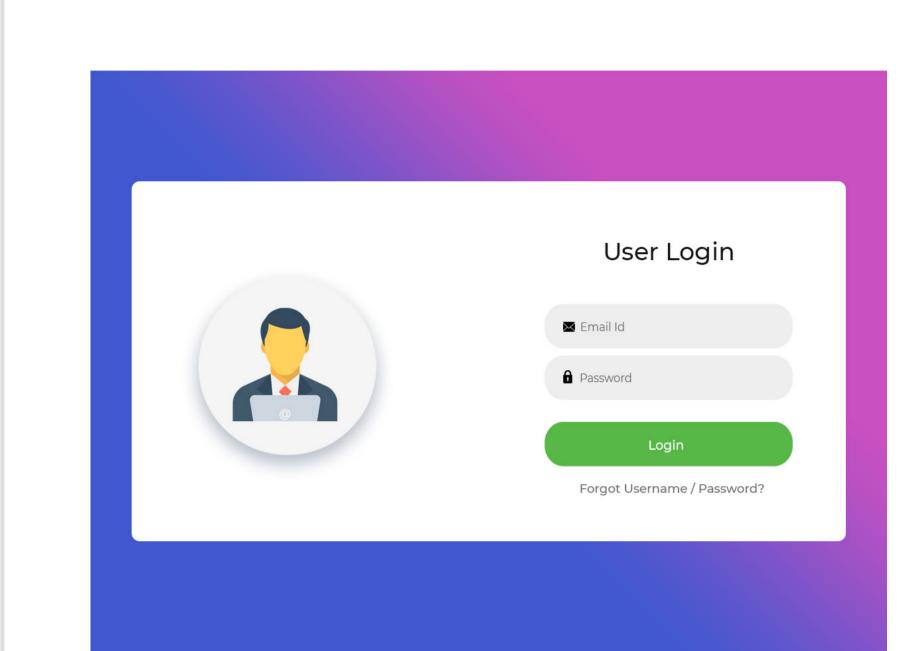


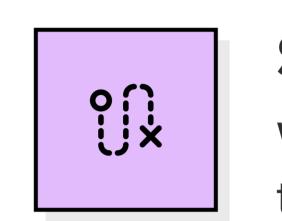
Extend

Customer can

others

What happens after the experience is over?





Steps

What interactions do they have at

Places: Where are they?

People: Who do they see or talk to?

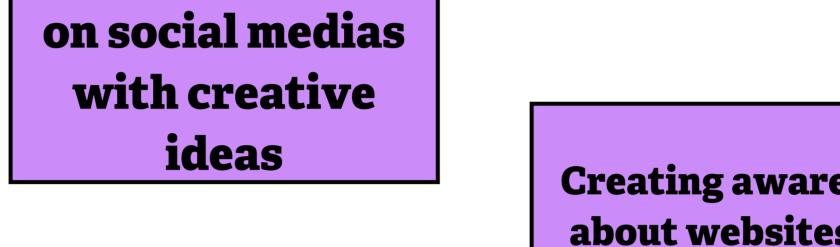
Things: What digital touchpoints or

physical objects would they use?

Interactions

each step along the way?

typically experience?



Communication

with service

Creating awareness about websites by sharing with friends

In the website



Sending login

message and

confirmation

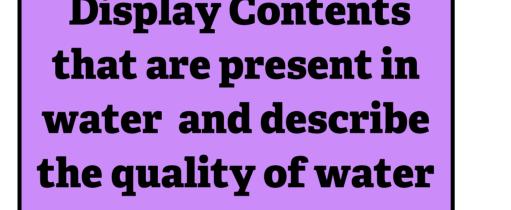
message

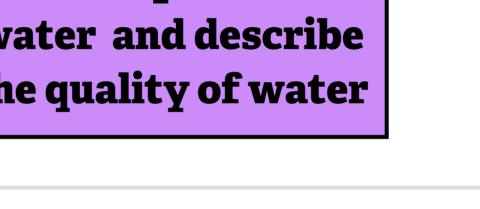
Terms and nditions must b



Interact with user

for providing





Content of the

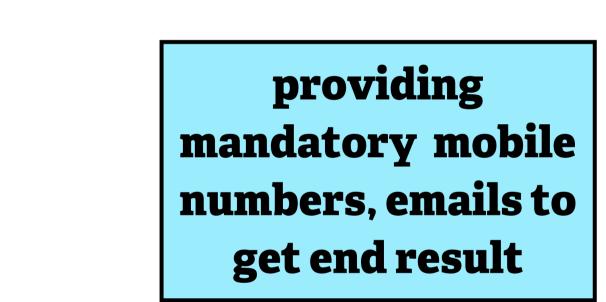
water showing

must be accurate



User will get the end result

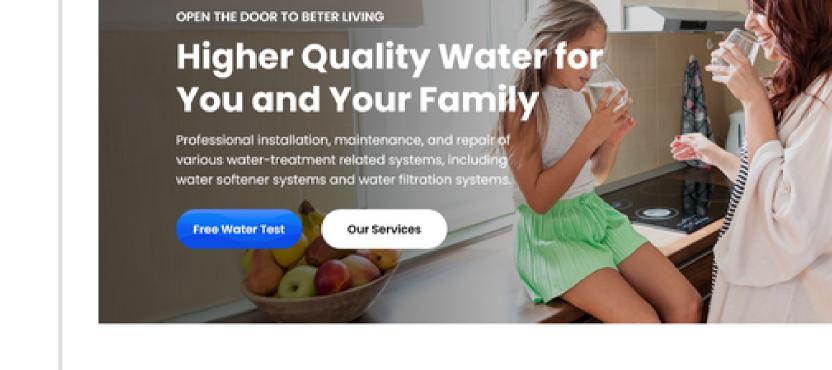


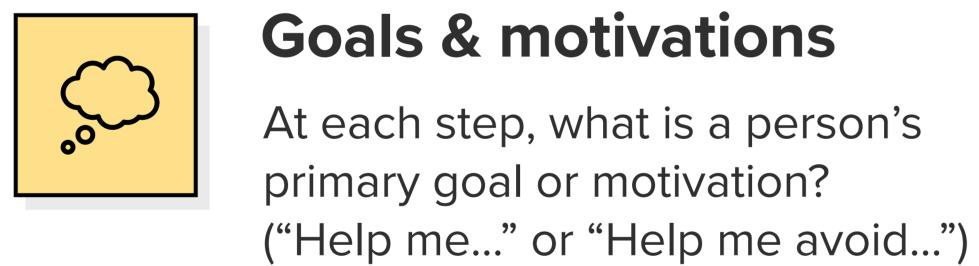


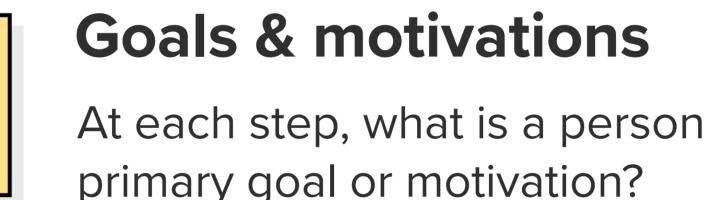
Provide feedback

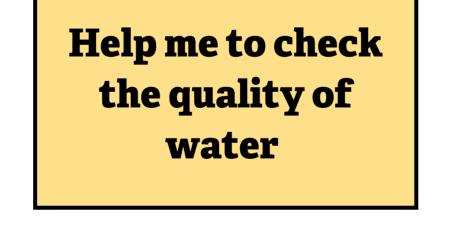
or ratings about

the website







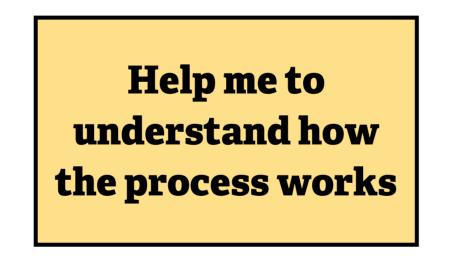


100% surety and

Interactions with

experienced user

by commanding in

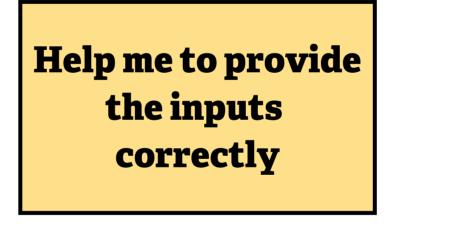






User should enter

login credentials





There is no need

for user to worry

about the quality





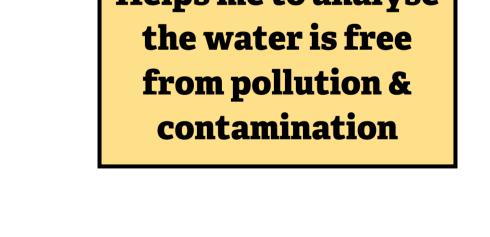
Customer can

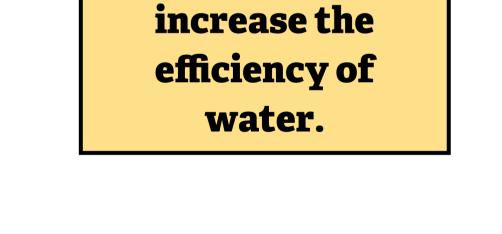
directly able to ask their queries

User can able to

conclude Whether the water is safe to

drink or not .



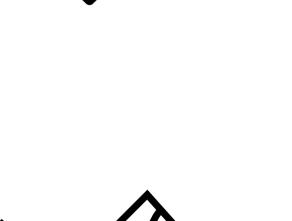


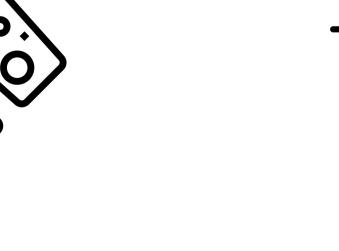
Helps me to



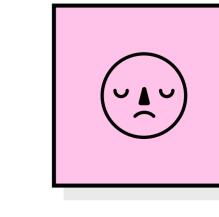
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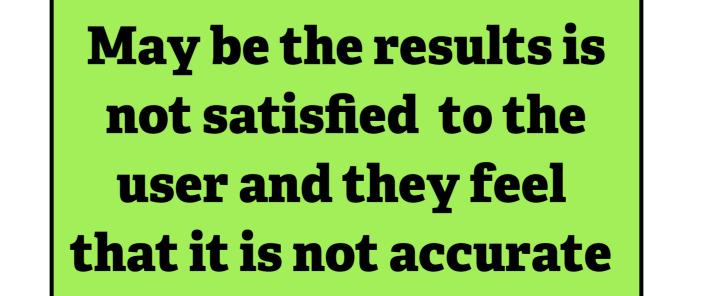


Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



Login issues or Facing difficulties while login





Feeling irritated when errors occur.

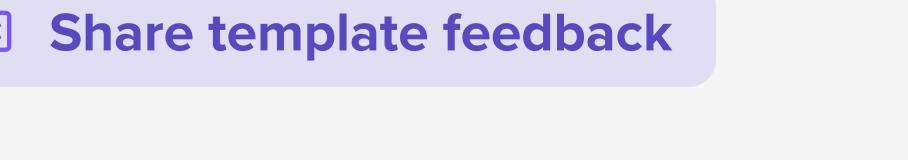














What have others suggested?

Details of the user should be correct

Given Data must be simple to understand

Clearly examine what to be present in water and not to be present

Provide Additional information about quality water and merits of drinking it

Unwanted Pop-ups should be denied

Ask the customer Rating about the

Making easy login using login id and mobile number

Identifying the common factors that affects the water quality and

