

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

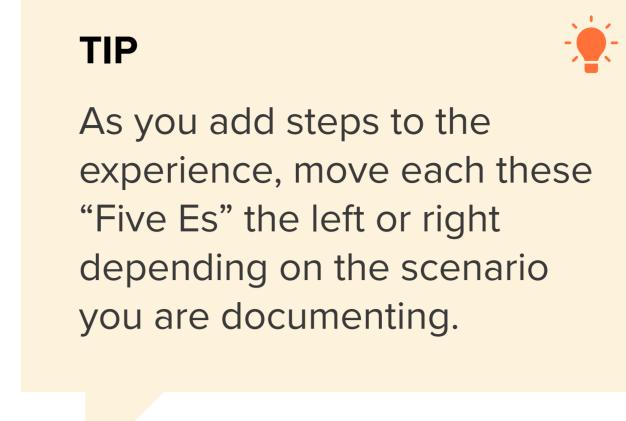






Document an existing experience

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.



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?	KNOWLEDGE LEARNING Browse food item's nutrition They can acquire knowledge about various enriched food items. They can learn about intake of food in a heathy way They can learn about intake of food in a heathy way	A proper health maintain tip. the user will about the nutrition they intake in a day The user needs to take a perfect image of food what they eat. The user needs to the image after clicking browse button.	The user get a clear idea about food diet Every information will be clearly displayed to the user	They feel some in their routine food habits and feel improvement in their diet plan. Every day they feel young, energetic and confident.	Recommend friends process to make use of the website. Personalized offer for regular assessment. Gradual process next level.
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?	User will be able view their progress and dashboard. The apps can be accessed through PCs ,laptops, mobile phones.	They provide a lot of informations. Dashboard page	Most common objects people interact with food related items. The customer looks for the group or guide often from a distance as thy walk closer.	"Leave a review" model window within the profile on the website, IOs app, or Android app	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Helps the user to stay fit and healthy Help me see what I have to eat I have to eat The main motive is to avoid the intake of unhealthy food.	Help me commit to diet schedule. Help me feel confident about b my body. Help me make sure I don't forget about my daily schedule.	Help me feel good about v my decision Help me to have the food with good feeling and so awardness.	We overcome the drawback and create new projects. help me not to fell rgic.lerha	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The app provide health information as well as help the user to obtain a expected result as they follow it.	Following diet chart is very bare-bones and simple.	Our guides tend to be so good that pepole are reassured when they eat healthy	We learn lot of new food habits People generally wake up feeling refreshed and inspired	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	They fell disgust as they are unaware quantity of the food habits	They will surely miss their most likely food.	Sometimes people neglect their health rather than maintaining	We cant spent more whether a tip is necessary especially for senior citizens.	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Increasing the information about various nutritious content for user benefits.		The common health like high blood pressure, and diabetes will get resuced.	Maintain a healthy diet to free from various diseases Be energetic and young always which makes you feel happy.	