

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



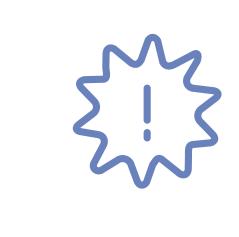


Document an existing experience

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.

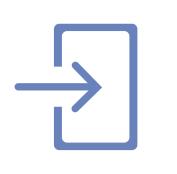
PNT2022TMID36394 Team ID:

Real-Time Communication System Powered by Al for Specially Abled **Project Title:**



Entice

How does someone initially become aware of this process?



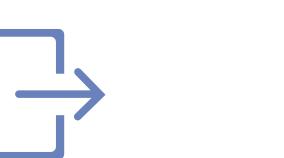
Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



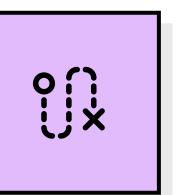
What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

they can tell us.



Steps

SCENARIO

Browsing, booking,

attending, and rating a

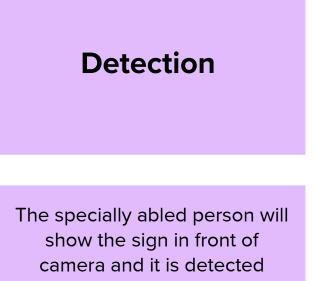
local city tour

What does the person (or group) typically experience?



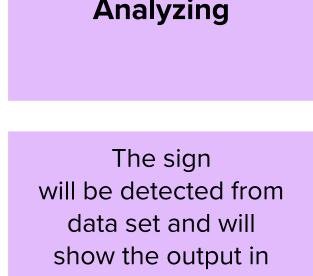
they can communicate

with everyone.



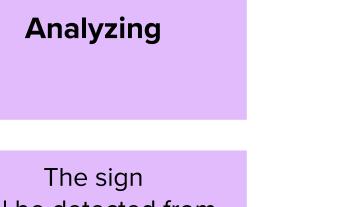
by the given data set and translated to human

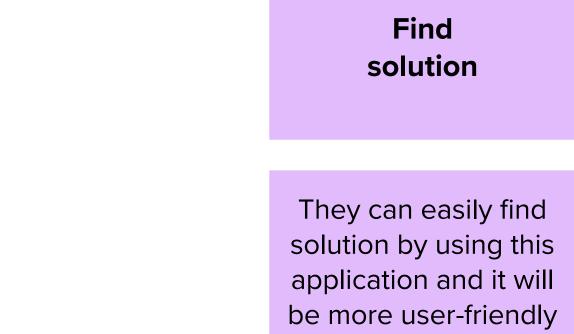
understanding voice.

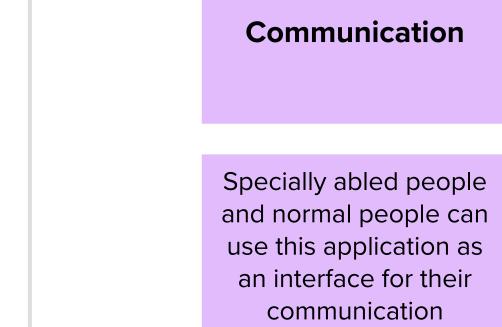


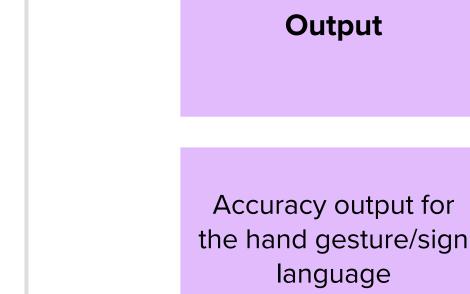
the monitor

website.

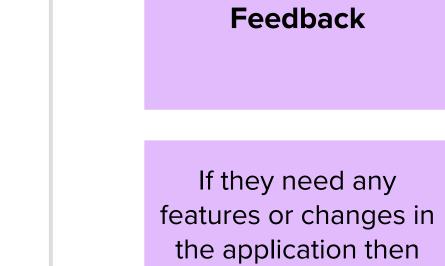


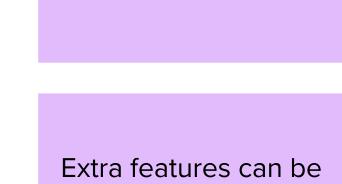






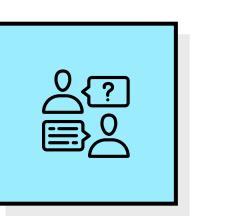
Exit





Update

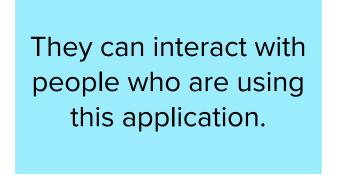
included by updation

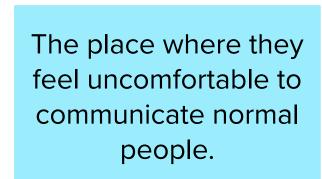


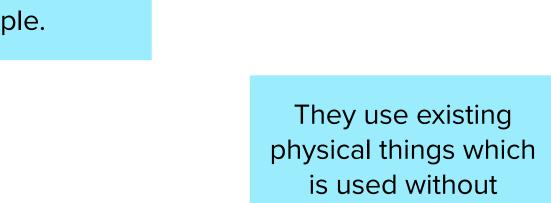
Interactions

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?

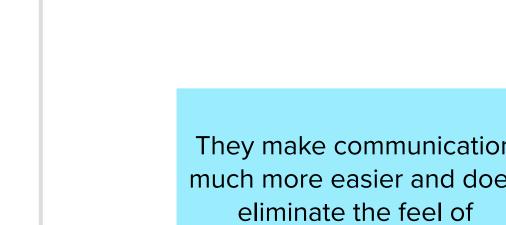


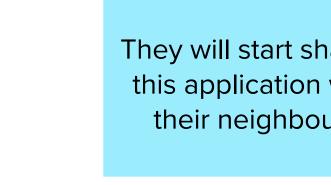


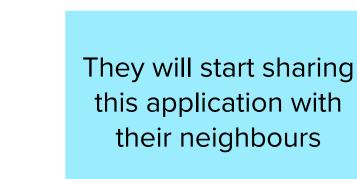


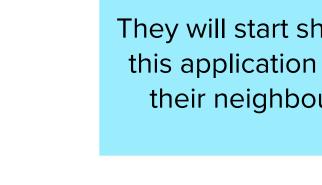


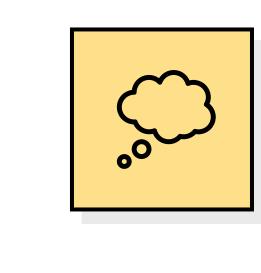
Converting the text to sign will help in better understanding





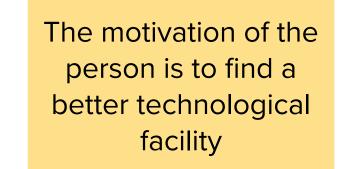


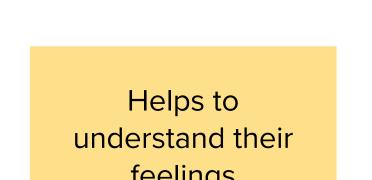


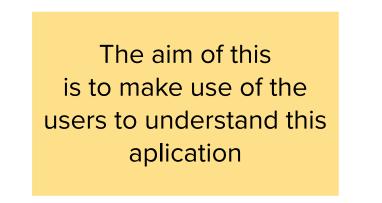


Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")







Using this application they will interact with the perso

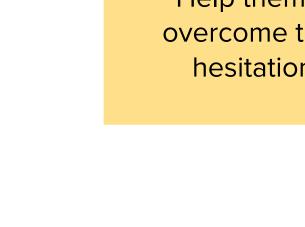
who have a good

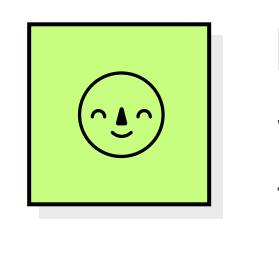
understanding of this

application



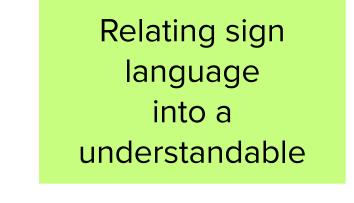


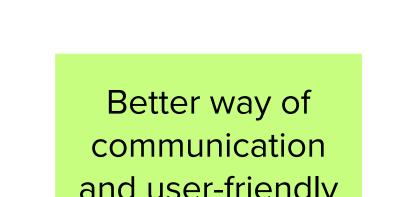


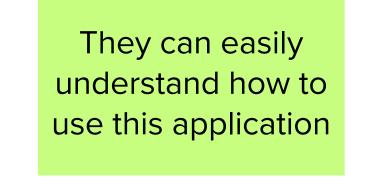


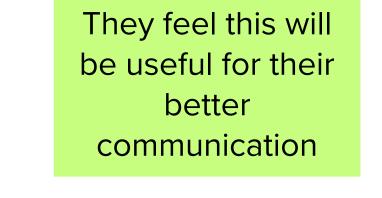
Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

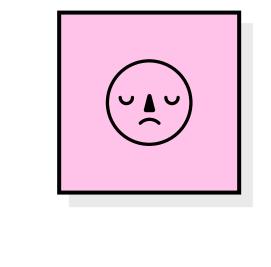






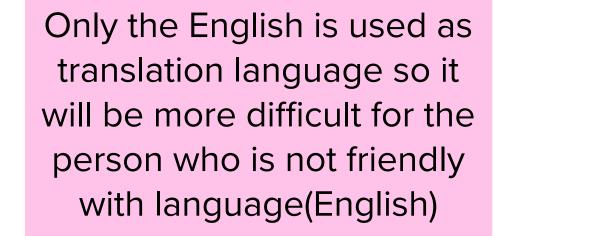


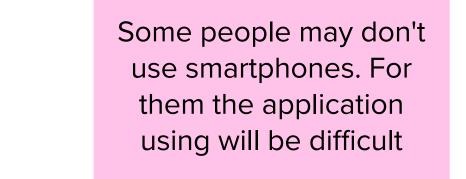


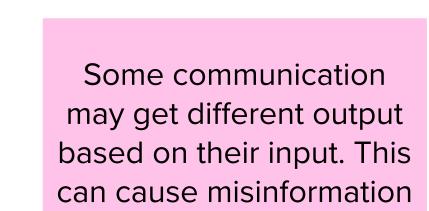


Negative moments

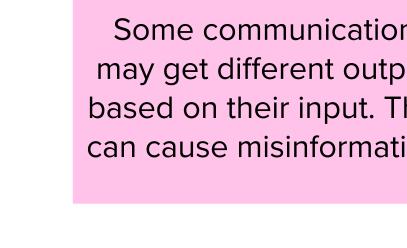
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

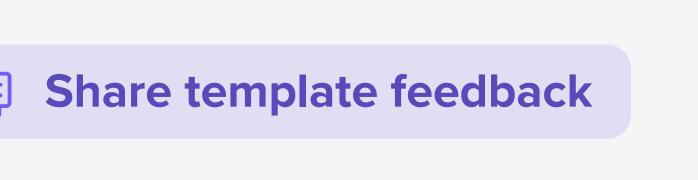














Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

