



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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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.

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<div> TIP</div> <div>As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.</div>	<div> Entice</div> <div>How does someone initially become aware of this process?</div>	<div> Enter</div> <div>What do people experience as they begin the process?</div>	<div> Engage</div> <div>In the core moments in the process, what happens?</div>	<div> Exit</div> <div>What do people typically experience as the process finishes?</div>	<div> Extend</div> <div>What happens after the experience is over?</div>
<div> Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Location of the childis updated periodically.</div> <div>Frequent monitoring.</div>	<div>Use the application to establish a geo-fence around thechild.</div>	<div>The application uses GPS technology to monitor the child and send a notification if the child crosses the geo-fence.</div> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating alocal city tour</div>	<div>The caretakers or parents or the guardian's</div>	<div>The application sends a</div>
<div> Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div>Design an application for usage by parents to ensure the child's safety/</div> <div>The location verification</div>	<div>Interact with theparent</div>	<div>The child's location isfrequently updated.</div>	<div>Constantly analyzeand review the notification stating the location of the child and the parent can make use of it and find the child.</div>	<div>The application willsend a and constant monitoring is turned off when GPS cuts or internet isn't available from the device user side.</div>
<div> Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Ensure the child safety and take careof child.</div> <div>The people who use theapplication will have to click on the monitor feature to begin monitoring the</div>	<div>Prevent child from missing</div>	<div>When a missing</div>	<div>The location is sent.</div>	<div>Establish the geo-fence</div> <div>Geo-fence location is sent.</div>
<div> Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Tracking of child's location is very useful in determining the child's spot.</div>	<div>Frequent updates and bug fixes.</div>	<div>Upon finally detecting the location of the childfinally the</div>	<div>The caretakers willget their child back</div>	<div>Notifies when childcrosses geo-fence.</div>
<div> Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>People find the process to be a littlehassle as it is a longprocess.</div>	<div>Constantly tracks child's activities that uses internet to show where the child is located.</div>	<div>Sometimes due to GPS issues some guardians or caretakers mayn't be able to track the child's location due to various issues.</div>	<div>Monitoring child</div>	<div>Application not available or accessible due toserver issues.</div>
<div> Areas of opportunity</div> <div>How might we make each step better? What ideas do we have?</div>	<div>Push a notification when child leaves the geofence.</div> <div>As the process end people will find means to get back their child.</div>	<div>At times when there is nobody around the child or when no one is there to ensure safety of child.</div>	<div>Constantly and frequently update the child's location.</div>	<div>Template</div>	<div>When the guardian isnt present.</div>