

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.

	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?
Steps What does the person (or group) typically experience?	Upload image User upload the image which he/she want to process The user will get the processed image from the trained data set	Processed image/ information [caption describing what someone typically experiences during this step]	Loading process	Work less
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 interface is used to interact with people and model Interact with IBM cloud Interact with Data Set			
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Getting an accuracy Less Work			
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Technologically fun			
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Bug			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	User in medical for diagnosis Used in Telemedicine			