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**Template**



**Document an existing experience**

**TIP**

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

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.

Customer experience journey map

**Browsing, booking, attending, and rating a local city tour**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SCENARIO**  **PLASMA DONOR APPLICATION** | **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? | **SEARCH ENGINE - RECOMMENDATION**  **EXPLORE - OTHERS**  **EXPERENCE**  In search of donating Through camps, friends,  and need in plasma family, magazines etc. | **FRIENDLY USER REGISTRATION**  **INTERFACE**  Get introduced to the To be a part of the  web application web application | **INFORMATIVE DONOR CAMPS**  Statistics of the Locations of plasma  plasma availability donation camps | **RECEIVE PLASMA PART OF A COMMUNITY**  The recipient  receives the needed To create awareness plasma | **RECOMMEND FEEDBACK**  Recommends others Rate the user  about the user- experience  friendly application |
| **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? | Health workers  Donor Camps  Web application | Volunteers  Web apps and donation camps  Chatbots in web application | Volunteers  Web apps and donation camps  Chatbots in web application | Volunteers  Web apps and donation camps  Chatbots in web application | Feedback forms  Customer care |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | To donate plasma and help the society  To bring awareness on plasma donation among the public  Help people who are in need of plasma | Helps me avoid fake websites  Gives information about the DO's and Dont's of plasma donation | Help me, volunteer  Help me avoid travelling for donation | Successfully donate Helps me with in-  plasma person care facility | To Frequently donate plasma  Help the needy at rough teams |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Motivated about receiving donor appreciation certificate  Delighted to help the society  It is exciting to be a part of social awareness | Satisfied about the donation  Fun to also be given an opportunity to volunteer | Delighted to help the society  Satisfied about the donation | Motivated about receiving donor appreciation certificate  It is exciting to be a part of social awareness | Delighted to help the society  Satisfied about helping others |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Confused about the after affects of plasma donation  Time consuming when we have to reach the donation camp  Frustrated when the needed plasma is not available | Confused about the authenticity of the website  Time consuming when we have to reach the donation camp | Time consuming when we have to wait in queue to donate plasma |  |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Plasma can collected in person by the team  Statistics about the  availability of plasma can be updated every now and then | Plasma can collected in person by the team  Volunteers registration | Faster Plasma collection  Statistics accuracy and availability |  |  |

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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