Template

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

Product School

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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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TIP

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

SCENARIO

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

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	**visiting wind turbines for information** **social media platforms** customer's friends/ colleagues might have suggested the site searching for relevant information customer might have come across the advertisement about the site on social media heard about it from friends/ colleagues	**the users will be directed to enter weather condition** The user will be required to enter city name for the API User can register through G-mail/form Searching for relevant information Log in using credentials. Forgot/change password for updating user credentials. Wind energy parameters of measurement	to know more about the site, user can click on the about button user can edit their profile anytime customer has to fill the required parameters user can view the predicted results after model analysis, the predicted results can be accessed by the user.	the user can view the final energy output log out of the application user can download the user	based on the user experience, one can recommend the website to their peers based on city chosen, the user can receive emails for change in energy output user can view their past records and analysis users will be notified about the updations
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?	social media platforms like linked in, Instagram, etc people who knows the customers wants the user interference of wind energy predictor app usage of web browser	registration section details filling page on the prediction app authentication page city selection	options in the task bar view the result page after analysis webpage loads in seconds after redirection testing the model for 70% or higher accuracy	download analysis section log out section provide helpline contact info reduction of mental stress and pressure of the students	past record section notification section assess the cost and other requirements server time to be analyzed
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	help me find the website that determines the energy output of wind turbine allow the user to enter city names to input weather conditions automatically help to make accurate and consistent predictions good understanding about the software model	when its friendly user interface registration can be done quickly help reducing the waiting time for getting the confirmation mail/OTP help to choose measurement parameters provide appropriate analysis based on entered city gather and display weather conditions	ease to add or update cities provision to send results to the user mail ID displaying weather conditions of entered city helps in autosaving of information analysis of the results helps to edit incorrect details	update or improve from the user feedback save the user search history in the database allow for re-login by entering credentials easy logout and confirmation enable download of results	update or improve from user feedback help other peers to benefit by using the application notify user with frequent updates help view the previous prediction
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	glad that the site satisfies the needs A good and interactive user interface avoid repetitive login application photos and other models happy to get to know about the real time experience from the known people	provide accurate prediction good UI that supports ease access automatic weather condition derived from API delighted to explore the website once logged in provided a list of available cities	grateful that wrongly entered information can always be changed happy that the entered data provides useful insights easy to update details varying energy outputs based on changing input	provide customer satisfaction reduce search time and cost happy that the results can be saved offline help research scholars	server downtime reduced provision of user feedback happy that previous results can be viewed anytime
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	fears that the site might be a fake one less interactive model high server response time fears that it is not reliable repeated login due connection issues	insufficient list of cities to predict confined to a particular state insufficient filter criteria frustrated to fill the required fields one by one repeated login due to connection issues	not understanding the displayed information fear of misuse of information not enough guidance to use the website insufficient information about predicton poor prediction accuracy	no proper support and help unable to report issues unstable and inconsistent information	password reset takes long time mail services take too long to respond
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	suggest the website to someone who might need it users can upload their revies to let people know more about the site provide user appealing interface provide simple summary to prevent information overload	notifying the customers of their registration status the privacy of the users is maintained displaying cities already predicted measurement in more than one parameters	notifying the user about the updation giving detailed explanation for the predicted results depict analysis graph of energy prediction of a city over the week improving prediction accuracy explore various other ML algorithms	sending the prediction results via mails the login credentials to be sent to email for easier retrieval	will this product be commercialized? updating users with useful notifications