




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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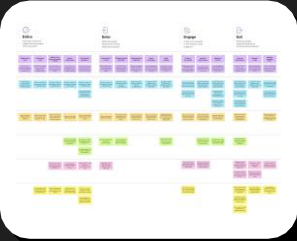


Document an existing experience

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.

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 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?	<i>Alertness</i> Waste collector should get alert when the bins get filled.	<i>Eagerness</i> Some people are excited to be the part of this project and expected to have positive outcomes	<i>Confrontation</i> After arrival at the location the collecto has to deal with the spilled waste.	Clean environment	<i>Odour free environment</i>
 Interactions What interactions do they have at each step along the way? <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?	Interaction between people and waste collector Monitoring the bin level by means of mobile apps	Sensor alerts the waste collector to pick up the waste	Route optimization provides with best possible routes towards destination	Discuss about this, with your friends and family	Provide a routine or timely pickup
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To maintain the healthy environment. Provide efficient and economical refuse collection, recycling and disposal services.	It employs multiple pickup businesses for waste collection	Efforts to minimize the expenditure	Support sustainable development by promoting the rational use of natural resources	Help me keep environment in clean manner
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is easy to collect the waste	Improves quality of air and water	No need to monitor	Economically beneficial	Cleanliness of stree
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Increasing the cost of dustbin according to their levels of sensor	Requires skilled personnel and continuous maintenance	sometimes the server gets down	Incompetence to use the technology	Startup cost
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Establishing the ideas into social media and other platforms The alert alarm will be provided to the users when the bin gets filled	Installation and usage of this system is easy	Compactability	Incompetence to use the technology	Maintainence is needed



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