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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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    [**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) | | ✴  **Document an existing experience**  Narrow your focus to a specific scenario or process within an existing product **TIP**  or service. In the **Steps** row, document the step-by-step process someone As you add steps to the  typically experiences, then add detail to each of the other rows. 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? | **Browsing for**  **websites that Information through**  **facilitate Friends and family**  **communication for**  **spoecially abled**  looking forward to  test the website after Learn more  about what  knowing about its it offers  features | **Enthusiasm and Eagerness**  Eager to see if the Website will reach their expectations | **Workflow**  **of website Find errors**  Users Try to  understand the understand  website and the source of  attach with the the problem  user interface | User  Analysis feedback  and report about website  Users Users  understand how grade their  well the speech usability  and text  conversion process  happened | Advertize the website  Users asked to use website more often if they liked it |
| **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? | Interact with fellow users and Website supervisors  Interaction with the digital computer and headphones  Interaction with allocated mentors | Interaction with help support to get accustomed with wesbite | Communication  made easy with Communication  regular and with other peers  specially abled | Interact with mentor and peers about the experience | Interact with website usability evaluators and provide feedback |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | make most use of get accustomed to this new technology website to use it  more often | Find a way for easy communication with other users | Try to find Relate more with  solutions for what website  website has to offer .  erros Understand how  it works | Urge to learn more about such technologies | Research about the process and its working |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Excited to  Obtaining perfectly share  successful output moments with people of  same disability | Sense of Anxiousness coupled with joy to test out the website | Feeling of happiness that their disabilities no longer exist | Contentment Excited to try  of knowing out the  their issues advanced  have been features of  addressed app | Proud about the website's use and share valuable feedback to others |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Confused about the whole implementation of the process | Feeling of anxiety to understand all rules and regulations of process | Frustration of Irritation due  the time  duration to to website  process error and  respective bugs  outputs | Feeling of Feeling of  dissapointment anger due to  if process a lot of time  unsuccessful consumed | Provide negative feedback due to the bad experience |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Variety of Prepare users in  suggestions from advance  other peers | Preconceived notions about working of similar websites | Suggesting ideas to make room for improvement | Give effective feedback and also constructive criticism | Promotion of the website among peers to help it gropw |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  [**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace) |  |  | | | | | | | |  |

