




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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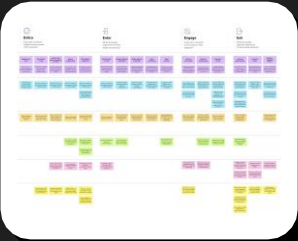


Document an existing experience

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.

| | | | | | |
|---|---|---|---|--|--|
| <div>SCENARIO</div> <div>Navigating through a forest detection app and understanding its functioning</div> | <div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div> | <div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div> | <div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div> | <div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div> | <div></div> <div>Extend</div> <div>What happens after the experience is over?</div> |
| <div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div> | <div>How to detect forest fire?</div> <div>How does forest fire occur?</div> <div>How to reduce forest fire?</div> <div>How do they monitor and predict it so as to mitigate damage?</div> <div>Is it possible to identify the source?</div> <div>Based on the Fire's spread range, the measures to stop the fire should be decided and played</div> | <div>How to use this application?</div> <div>How does the application work?</div> <div>How does the application work?</div> <div>How do I use this app? Is there a tutorial to learn?</div> <div>By which process does it find the forest fire?</div> <div>By which process does it find the forest fire?</div> | <div>Image processing</div> <div>Deep Learning</div> <div>Location Sharing</div> <div>Identification of fire spread area</div> <div>Implementation of strategies to mitigate damage and evacuate people</div> <div>Capturing the images continuously for processing to know about the Fire</div> <div>Captured images get processed and analyzed using various deep learning algorithms to find the fire</div> <div>A GPS tracker should be explored with the drone camera system which would send the exact location of the Fire to the Fire Station</div> <div>After analyzing the images, the range of spread is to be determined.</div> <div>After identifying the impact, appropriate strategy is to be present to reduce impact</div> | <div>Extent of disaster effects and determining recovery</div> <div>Notification of fire clears</div> <div>Evacuation from the area</div> <div>They characterized a significant decrease in oxygen or fuel</div> <div>Helping out if there are any victims and watching for helpline</div> | |
| <div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div> | <div>They can interact with the people near the forest to inform them about it</div> <div>Forest is the place but the people using it can be anywhere</div> <div>They can also interact with the forest department officials and fire services</div> <div>The images are taken via drones since they can cover large areas. So they are the digital touchpoints</div> | <div>Continuous System interaction for disaster analysis</div> <div>Interact with video frame camera for collecting images.</div> | <div>Conversations and planning with on duty Officials</div> <div>Location of the forest fire area is send to the officers.. to the fire service men)</div> | <div>Contact helpline in case of forest fire detection.</div> <div>Direct information to the people that the fire was fully cleared</div> <div>Opinion and update related feedbacks.</div> | <div>Contacting near-by areas for additional help</div> <div>Communicating with government officials for fast recovery</div> |
| <div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> | <div>Detect the forest fire and extinguish it</div> <div>Help me to safeguarding the trees and protect animal</div> <div>Help me to protect the surrounding and environment</div> <div>Many factors affect how a wildfire burns and how difficult it may be to control.</div> | <div>Help me by communicating the information to the humans</div> <div>Providing quick solution steps and ensure protected environment.</div> | <div>Correct area and time prediction</div> <div>Providing message and alert system to people.</div> <div>Directing all the people to clear the fire</div> | <div>To ensure global safety and prevent loss of lives</div> <div>Technological advancement and using it in right path</div> <div>To make assure of immediate and timing prevention</div> <div>Improving in mitigation techniques</div> | |
| <div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> | <div>They would have a satisfaction of protecting he environment</div> <div>They are happy by safeguarding the surrounding environment</div> | <div>Training to work on self learning from patterns of occurrence</div> <div>Finding the forest fire fastly</div> | <div>Motivating by delivering successful risk management</div> <div>Designing website and alert mechanism.</div> | <div>People generally would be satisfied by their protecting job</div> <div>Examining the overall performance and out[ut.</div> <div>Forest lives saved from natural disaster</div> <div>Better facility to decrease the effect of damages</div> | |
| <div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> | <div>Many factors affect how a wildfire burns and how difficult it may be to control.</div> <div>Polluting the air with emissions harmful to human health</div> <div>cause lots of damages as ozone layer depletion, loss of livelihood for tribal people, destroys the nutrient rich top soil.</div> | <div>Fear of error causing activities or system failure</div> <div>Can't reach the destination fastly</div> | <div>Sometimes the information is not passed correctly</div> <div>High Cost and long duration to implement.</div> <div>Data collection may be time consuming</div> | <div>Inefficient and unfaithful idea when less accuracy.</div> <div>Not available at time when needed.</div> <div>False triggering can cause low low accuracy</div> <div>Fear of loses of life and property</div> | |
| <div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div> | <div>By a graphical representation of the data related to a project.</div> <div>Follow Forest Fire Prevention Tactics When Burning Rubbish and extinguishes it</div> <div>By giving right informations to the nearby peoples to keep all flammable objects away from fire</div> | <div>Timely and accurate response</div> <div>To secure all the living organism</div> | <div>Increasing more data collection and storage</div> <div>Designing web sites and applications</div> | <div>How might we have helped the people to secure their life</div> <div>Availability even damage occurs</div> <div>Well developed systems with no FAULTS</div> <div>Optimized technological approach towards all patterns</div> | |



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