

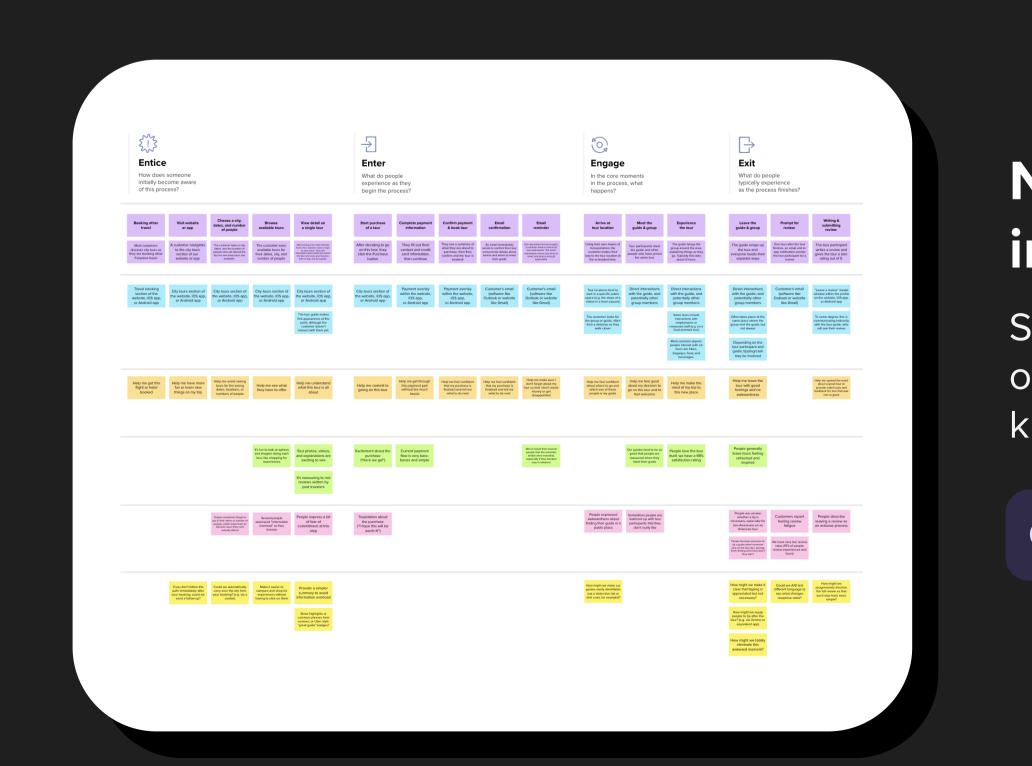
## Customer experience journey map

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 wit

Product School

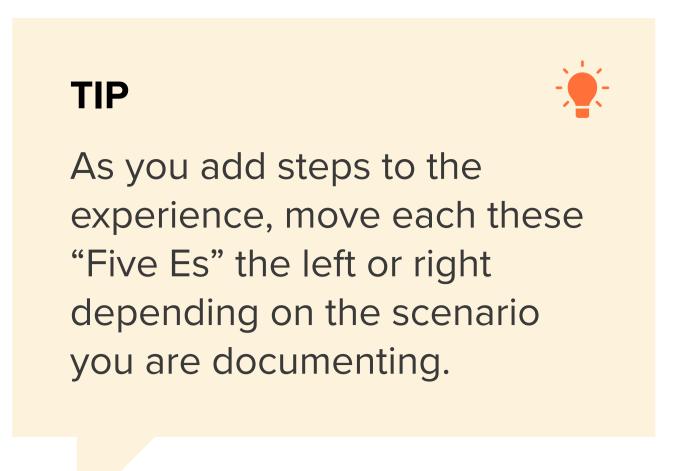
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## Document an existing experience

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.



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?	while browsing through social media, banners.  Usage  know the child location through mobile	People should trust this prouct  it is required to acqurately know the chid location.	Proper setup the product  the set up must be done chance to experienced the product.  sfler does not track the child location to customer has the chance to experienced the product.	suggesting for neighbour  after the usage of product the user can submit suggest the product  Submitting review  customer can submit the review	Avoiding Severe damage  by using this product they can avoid severe damage.
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?	Browsing through websites  Booking the product through mobile or IOS.  Suggestions from experienced the customers.	payment detais sending to customers	communicating with server or service providers with the guide	depending on the setup customers and service providers  Tregular verify through through phone calls	update or uploading customer review through websites recommentations across websites.
	help me to track the child location creating awareness about GPS	selecting GPS creating the particular location location steps immediately	send notifications  tracking the location accurately  ensuring the safety of child	ensure the benefits of huge people  ensure the child safety monitoring	Get to know child location accurately ensure the safety of the children
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	it will generate child live location  How the Gadget working, usage of gadget	Excitement for gadget used worthiness for fetching child	engaging to send fetch the notification through sms location  the send fetch the child location in best way in the rating	The gadget should trust exception and from parents	It will help to prevent to describe the child safety  it will good gadget for locating the child safety safety for the usage of this gadget
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	critical additional setting child safety	people are not aware the child safety safety sometimes not working on the tracker	proper notification not send to the parents  Sometimes not working the alarm.	improper working of the tracker loss of time	negative feed back about the peoples commenting the disadvantage of the safety method
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Awareness  private and many places comfort zone for all childrens in safety awareness	friendly setup in child and parents parents parents proper awareness children	on the alarm raise of parents  notification send to the parents  parents	safety awareness of the people  safety advirse to childrens	people are satisfy of the child safety awareness to chidren

