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.

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

This is a textbox....

	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?	Account Creation / Want someone to Guide for Donor's / Wait for getting Person	User can sign in / Enter Donor's informations to Register	Get a initial message with donor information / solution for donor creation	Donor can give rating for this application / User may utilize this application to apply services such as to refer someone	Come back to normal form
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?	Chatbot	Chatbot	Chatbot	Chatbot	Chatbot
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	To save life / Good communication	Donor message are input	Get quick response	Donor give mark for application performance	
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	New way to find Donor's	Get updation from app	Faster response	More features can be added based on feedback	
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Bringing recovered patients back to hospital for donation next to impossible	Network issue	Need network facilities	Network issue	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	User Interaction	Communication	Donor can get solution	Rating of Donor application	Come back to normal form