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| **Template** | **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? | Manage your child's risk environment but don't try to control it.  Be consistent and Any incident that occurs repeat safety and has the potential to instructions be misconstrued should  frequently. be reported right away. | Procedure for child protection.  For a small To ensure  number of that all of  children our children  and and young  teenagers, people are | Neon prejudice and the rights to life, survival,  dedication to the and development as well as respect for a child's  child's best interests. opinions. | Children are Encourage  taught that they local authorities  are unique and to support  have a right to young people  safety. and families. | Only accounts set The feature can  up as families in only be activated  iCl have access to for a family if the  communication parents or  safety ioud.n guardians provide  communications. their consent. |
| **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? | Contact the Indian The majority of attempted abductions happen while kids are  police force right away playing or walking down the street.  When children are walking to  if you think a child is in school, they are more likely to be  an immediate risk. playing, walking with classmates, or  walking with an adult.  Consciousness, consideration, action, initiative, and loyalty |  |  |  |  |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Encourage them to prepare Make it reasonable, as for any challenges. Talk about unrealistic expectations your unhealthy behaviours or lead to many people  pessimistic ideas, such as the giving up on their  urge to quit. ambitions. |  |  |  |  |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | selecting the appropriate activities for the child's age, The kid can get frustrated or bored if you don't. |  |  |  |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | One technique for teaching particular actions is negative reinforcement. |  |  |  |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Child protection systems Create a safety plan are a collection of often for your home and public services intended rehearse various to safeguard children. escape routes. |  |  |  |  |
|  | **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) |  |  |  |  |
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