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.

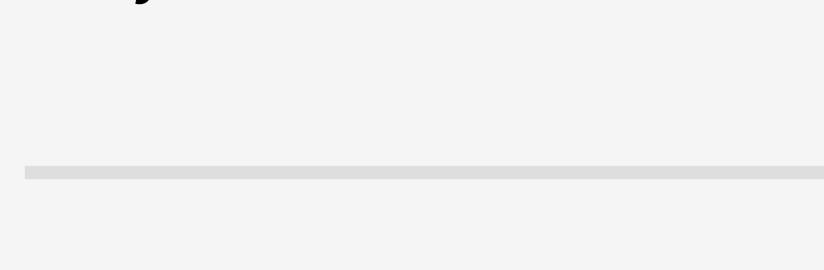
Project Name: Nutrition Assistant Application

Team Id: PNT2022TMID22585

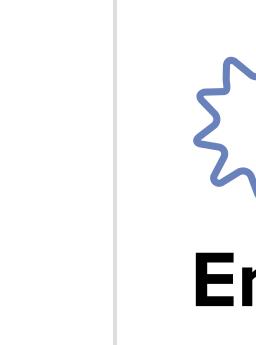
# Customer experience Journey map

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.

Product School







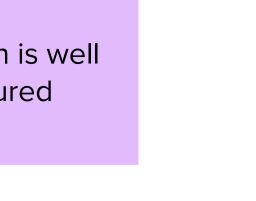
## **Entice**

How does someone initially become aware of this process?



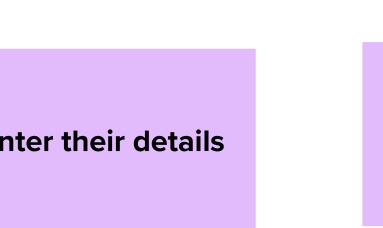
Enter What do people experience as they begin the process?







Engage In the core moments in the process, what



Customers interact
with UI to know
about their
nutritional value



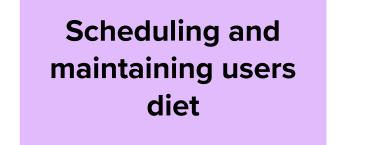
What do people typically experience as the process finishes?





## Extend

What happens after the experience is over?





## Interactions

**SCENARIO** 

Browsing, booking,

attending, and rating a

local city tour

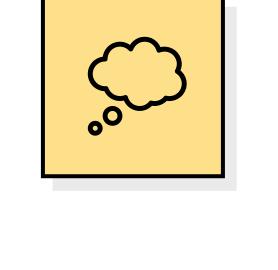
Steps

What interactions do they have at each step along the way?

People: Who do they see or talk to?

What does the person (or group)

- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

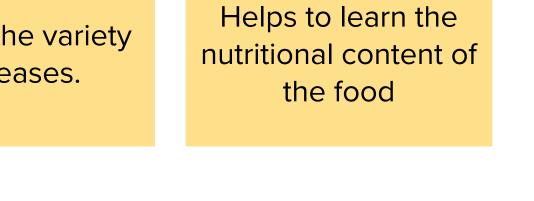


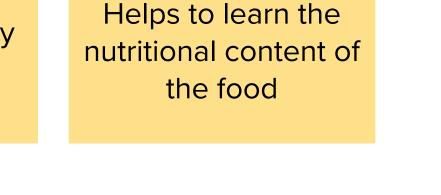
## **Goals & motivations**

**Positive moments** 

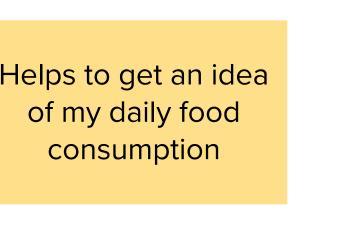
At each st

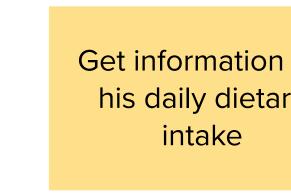
ep, what is a person's
oal or motivation?
" or "Help me avoid





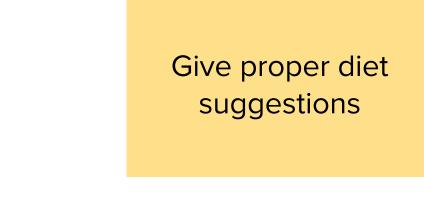






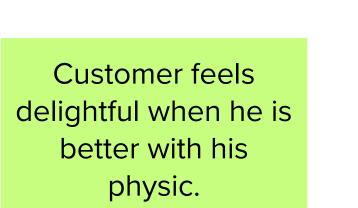




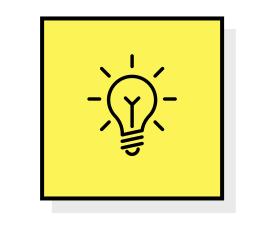












What have others suggested?

