

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

ol

Share template feedback

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.

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?	<div>Checking for updates</div> <div>Searching for solutions</div> <div>A person checking for any recently available technologies for deaf or duple people</div> <div>Deaf people who are not able to speak checks for the updates for technology that help them to communicate</div>	<div>For Faster accessibility</div> <div>For robustness</div> <div>It operates 24x7 without interruption</div>	<div>Start using the application whenever needed</div> <div>They communicate with the app using Chat and that converts them into voice</div> <div>As they start to use, suddenly the application is available for engaging the people</div> <div>As they communicate with the app using Chat and that converts them into voice</div> <div>Good interaction between the user and the application takes place</div> <div>As they communicate with the app they start using the advanced features of this app often</div> <div>As they get identified from the app they get familiar with it</div>	<div>They get certain updates in the application as they use the app continuously</div> <div>They also get knowledge about the steps that to be taken during the version of the application</div>	<div>To facilitate a sense of togetherness</div> <div>To help those who are in need similar to them</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>They keep interacting with technically strong people</div> <div>They go for places which provide the information or machines that helps deaf people</div> <div>They try to create new things by thier intuition</div>	<div>Clear instruction</div> <div>Secured data and user information</div>	<div>Using this app they can communicate with each other and with the normal people</div> <div>They make communication much more easier and does not increase the time if disability</div>	<div>After usage they suggest this type of apps to nearby friends</div>	<div>For accurate prediction</div> <div>Friendly environment</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>During this step the motivation of the person is to find a better technological facility</div>	<div>Through simple voice command</div> <div>Google</div> <div>Face recognition</div>	<div>To experience the advanced features of the application and make use of the system efficiently</div>	<div>They have a desire to share this to their companion</div>	<div>Data sharing platform</div> <div>Social Media</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>They will get several information related to advanced technology during the searching process of the application</div>	<div>They will come to know about the features and start utilizing the benefits of the application</div>	<div>They will enjoy the advanced features of the application and start utilizing the benefits of the application</div>	<div>They try to do good to their friends by suggesting this application to them</div>	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>They get more information which will get them confused</div>	<div>They may get disappointed due to its limited facilities</div>	<div>They may even get addicted to this type of applications</div>	<div>He wants to add properties into categories</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>They get good ideas and information regarding advanced technologies</div> <div>They get more suggestions from different people</div>	<div>They may have an idea of using the application for good deeds</div>	<div>Making use for this advancement may make the person more satisfied and elated</div>	<div>other than that is one of the best way to helping</div>	

