

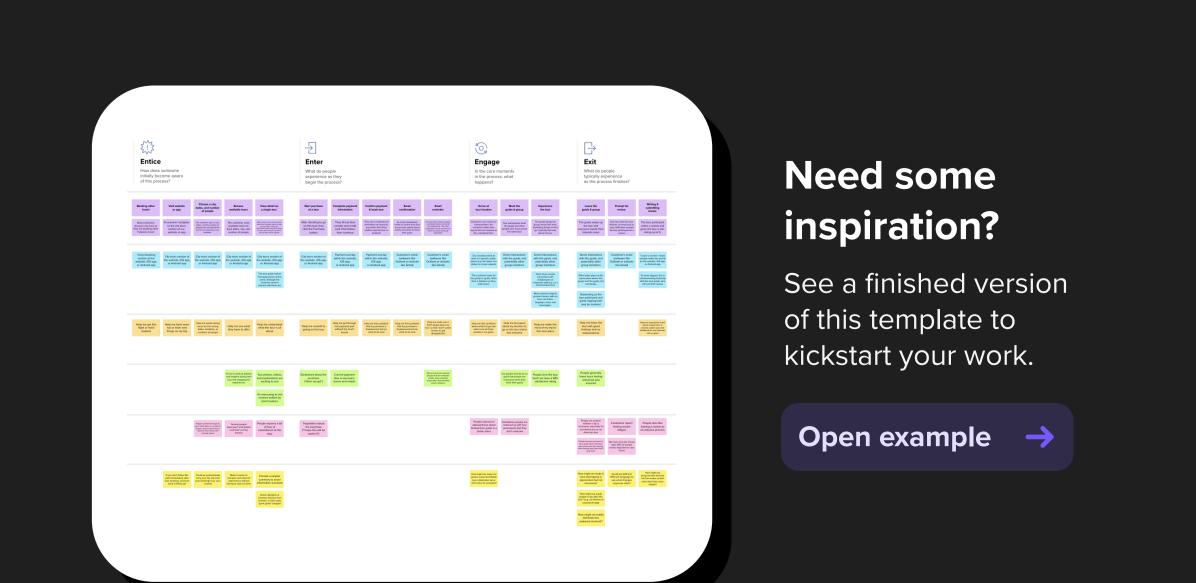
Customer experience Journey map

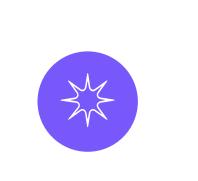
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Steps

What does the person (or group)

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

Goals & motivations

primary goal or motivation?

Positive moments

Negative moments

(UAU)

At each step, what is a person's

("Help me..." or "Help me avoid...")

What steps does a typical person

motivating, delightful, or exciting?

What steps does a typical person

costly, or time-consuming?

Areas of opportunity

How might we make each step

What have others suggested?

better? What ideas do we have?

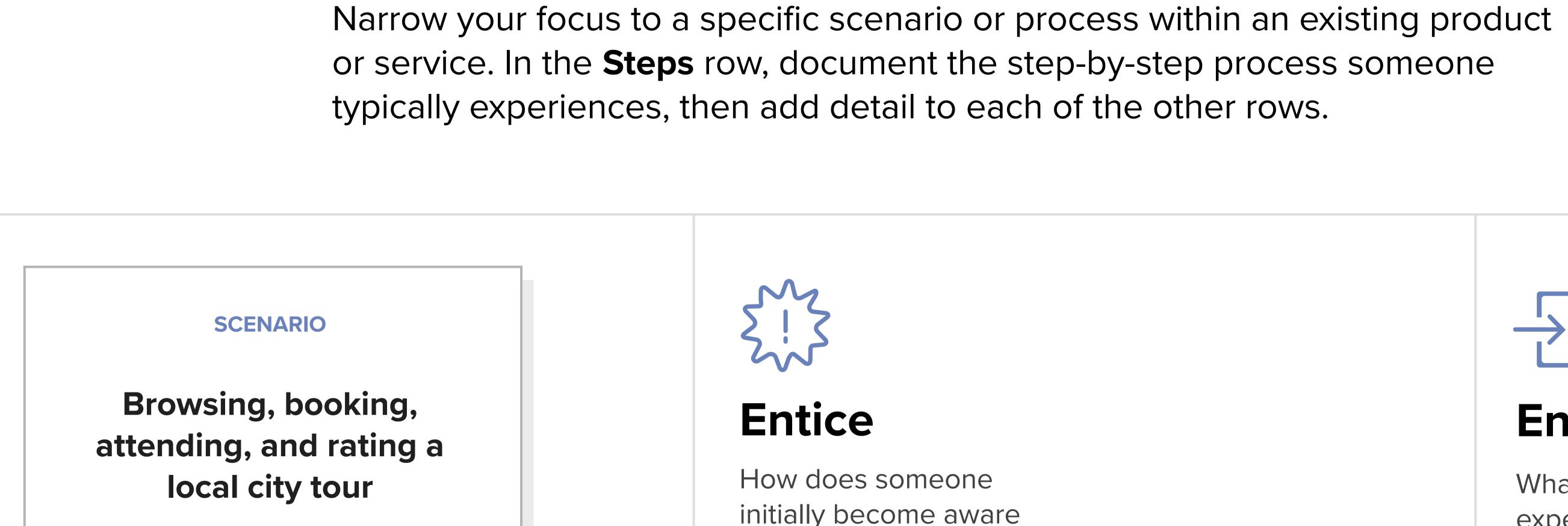
find frustrating, confusing, angering,

find enjoyable, productive, fun,

typically experience?

Interactions

Document an existing experience



product for more

wants to purchase an

item for somebody

Happy and excited to

purchase a product

high cost

global audience

initially become aware of this process?

user can cature

product for more sale

Happy as customer

finds a numerous

Ensure

make humans lazy

increasing sales

opportunities through

What do people experience as they begin the process?

Product purchasing website, iOS app, or Android app

helps scores of fitness

sessions with customers

takes risks instead of

humans

expensive and rare

save time and effort

personalization

eliminate all forms of

malnutrition

bias problem

Easy availability of wide range of users

These platform act as a data repository where while providing

Interaction makes

first appearance at purchasing product

Extend

What happens after the

experience is over?

real time information

As you add steps to the

"Five Es" the left or right

you are documenting.

depending on the scenario

experience, move each these

what someone ypically experiences during this step]

Interaction with customer makes the

product for more

build inclusive and sustainable food system

Al augments the capability of differently abled

lack of persnal

connection

the product of all

Product avail various wel

higher mai

In home and in hospital ethnographic interviews and diary studies surveys and [Interaction in a place] algorithms

to adequate lifestyles

consumption pattern

related to food

end hunger

no ethics

being available of 24/

sessions with customers

acheive food

security

no improvement

data gathered by

tracking user

inorder to improve

the quality of life

contribute to health promotion of the population

improved nutrient

cann't learn to think

outside the box

sharing expertise

Engage

happens?

In the core moments

in the process, what

End Hunger

promote sustainable

agriculture

no creativity

best practices in

particular field

wants to purchase an

item for somebody

Exit

characteristics like

Interaction with

customer makes the product for more

sale

What do people

typically experience

as the process finishes?

based on the fruits

nnovation workshop

with sketches of

concepts

