

# 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

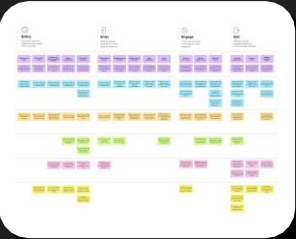
Team id:PNT2022TMID06150  
TITLE:SMART WASTE MANAGEMENT SYSTEM FOR METROPOITAN CITIES

## 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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>How much wastage you have</div> <div>Household bin to drop</div>	<div>Customer come sto know about the type of waste that is disposed</div>	<div>Maintaining the level and area of location where there is an excessive waste</div>	<div>Satisfied about the disposed waste</div>	<div>Statistics obtained to the wastage department</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Kind interaction with the garbage collector</div> <div>Sharing of bin to department</div> <div>must provide the type fo wastage dropping</div>	<div>Gathering information about the waste dropped</div>	<div></div>		
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To keep their surrounding clean from the wastes</div> <div>Maintaining the level and area of location of wastes</div>	<div>Satisfied</div>			
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>For maintaining a pollution free environment</div>	<div>Convinced</div>	<div>Eco-friendly environment</div>		
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Separating the waste as degradable and non degradable</div>	<div>Weightage of total waste to be disposed</div>	<div>Identify the wastage ask to drop it</div>		
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Engineered landfills in India</div> <div>Waste-to-energy conversion in India</div>				



Need some inspiration?  
See a finished version of this template to kickstart your work.  
[Open example](#)

