

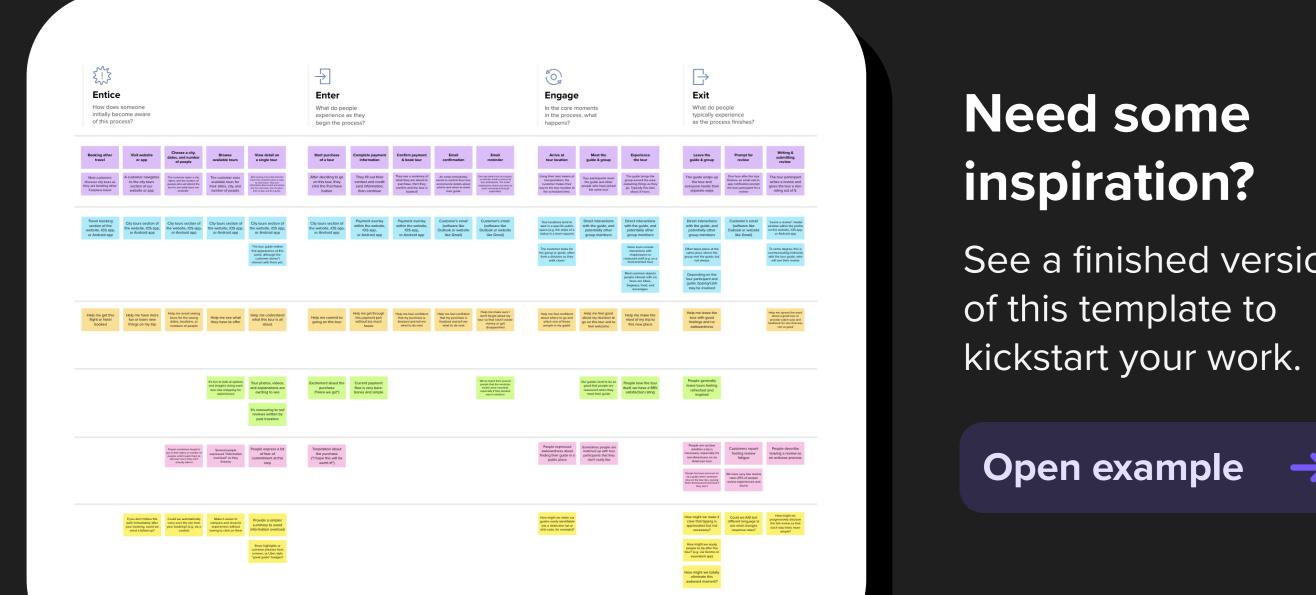
# experience Journey map

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

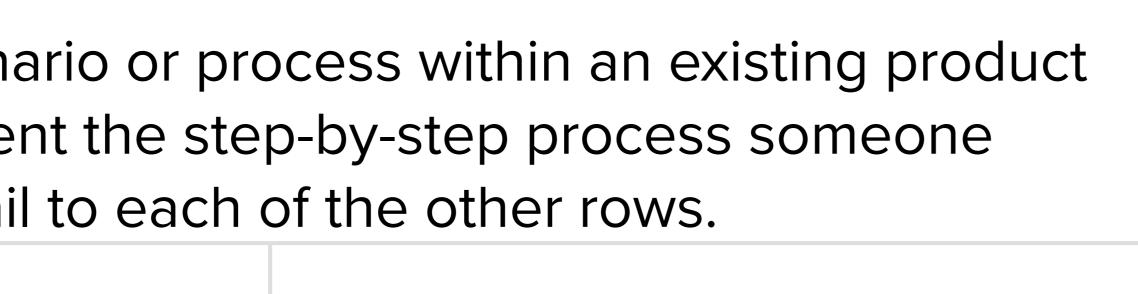
Product School

Share template feedback





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.



## **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?

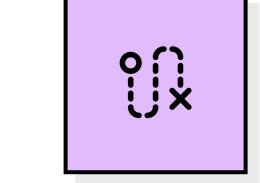
As you add steps to the

"Five Es" the left or right

you are documenting.

depending on the scenario

experience, move each these



Steps What does the person (or group) typically experience?

**SCENARIO** 

Browsing, booking,

attending, and rating a

local city tour

BROWSING APPLICATION

USER CAN
MONITOR THE
TEMPERATURE
AFTER
ENTERING

AUTHORIZED PERSON WILL BE ALERTED BY MESSAGE

& LIVES WILL

**EVERYTHING** IS BACK TO

**EXTINGUISHED** 

WHEN THE FIRE SPREAD SPINKLER WILL BE **TURNED ON** 



#### 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?

**WANTS TO** 

DETECTION IS MOTRE ACCURATE

PREVENTION MUST BE IN

CUSTOMER

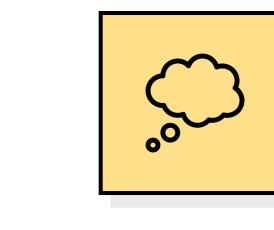


SUPPORT WHILE USING THIS
PROCESS

SENSORS **VALUES** SHOWN & UPDATED IGNITION STAGE IN SENSED

**ADMINS** 

PROFILE APPLICATION WILL BE UPLOADED BY COMPLETE **EXPERIENCE** 



#### **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

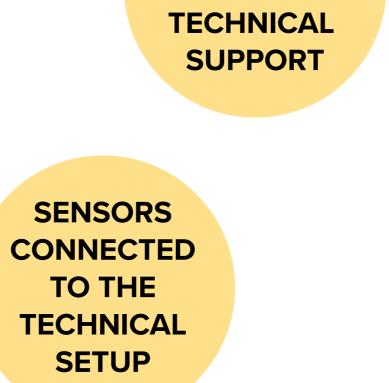
**UPDATE SENSOR** 

MAKE SMALL & VALUABLE DECISIONS

CHECK FOR DETECTIOBN

CUSTOMER INSTALLS APPLICATION







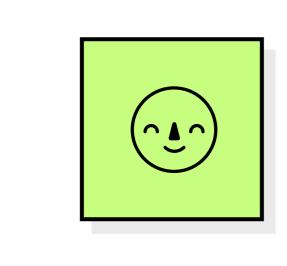






CONTROL OF FIRE

WITH THE HELP OF PROPER GUIDE THE NOTIFICATION IS ACCESSEED



#### **Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

PROTECTING LIVES









USER LIKES
REMOTE
ACCESS
SYSTEM

ALL THE LIVES AND PROPERTIES ARE SAFE AND SECURE

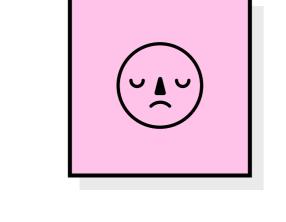
ONCE THE CUSTOMER

AWARE OF THE ALERT

THEY WILL BE

SECURED FROM FIRE

**VERY QUICKLY** 



#### **Negative moments**

What have others suggested?

What steps does a typical person

TO GET THE

**ATTENTION OF** 

**AUTHORITIES** 

LACK OF AWARENESS

CUSTOMER SHOULD USE THE PRODUCTS WITHOUT ANY FEAR

LACK OF CUSTOMER EDUCATION

FOR ADVANCED SYSTEM

SOME
CUSTOMERS
ARE MONEY
CONCIOUS

USING THIS TECHNOLOGY

THE INDUSTRIES

CUSTOMER
SHOULD
QUICKLY
ACCESS THE
NOTIFICATION
EASSILY

FIRE SHOULD

WHEN THE

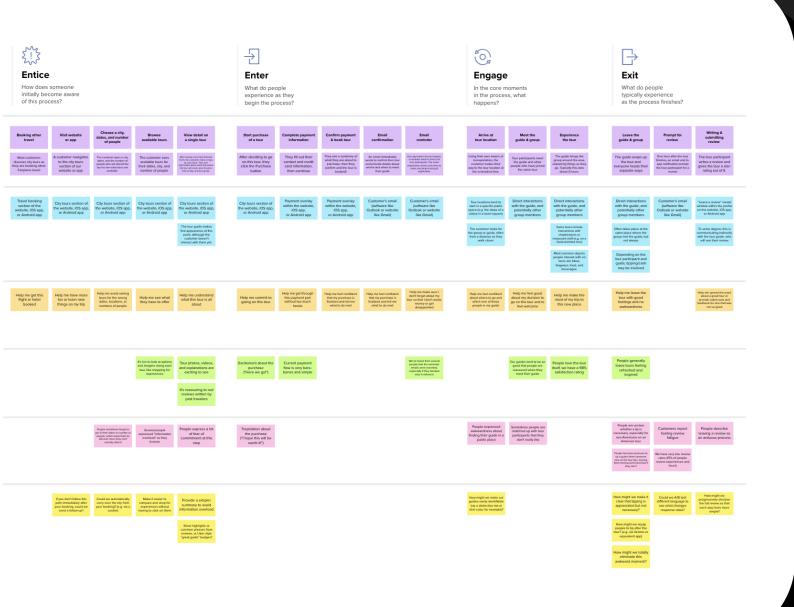
**GIVEN THE** 

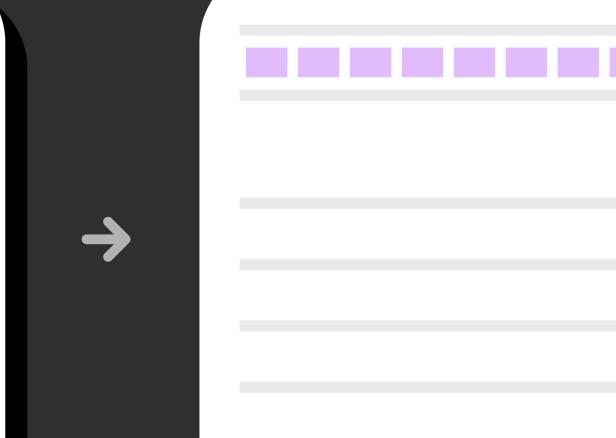
BELONGINGS SHOULD BE **TAKEN TO** 

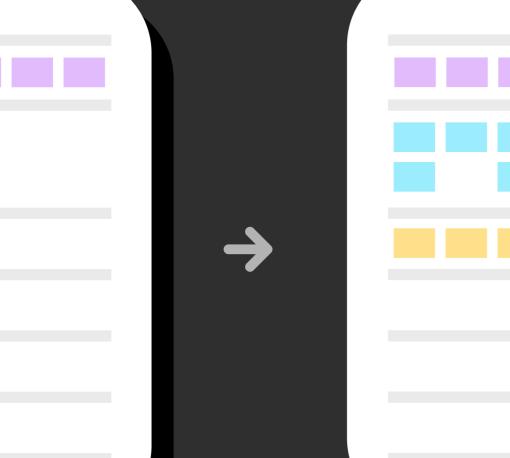
CONTROLS

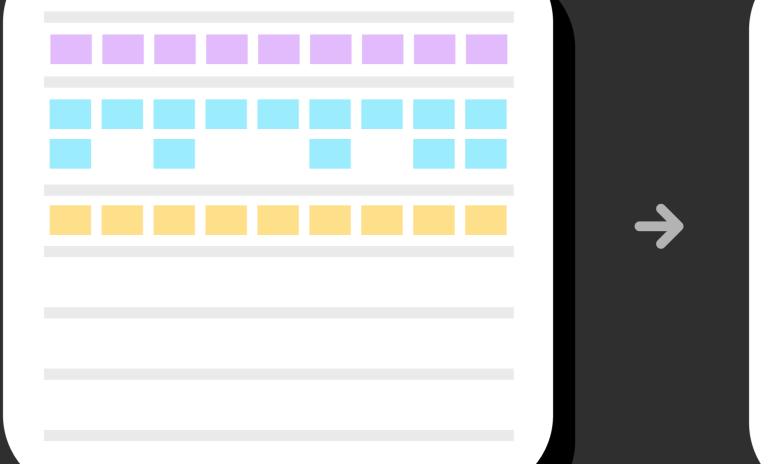
THEY WERE
NOT AWARE
OF THE
VOICE ALERT
& notification

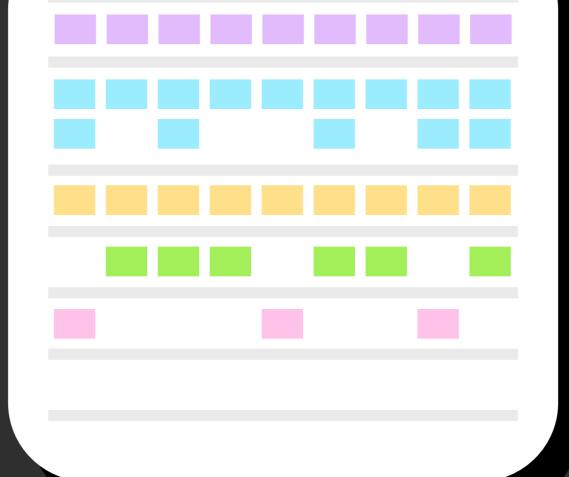
THE PRODUCT **MUST BE MADE** WITH THE PROPER CONTROL

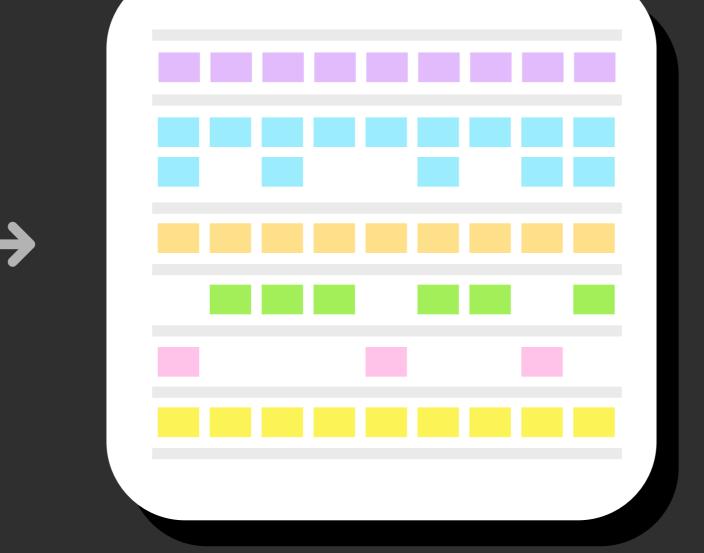












PREFER
USER
FRIENDLY
MODELS