

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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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.

SCENARIO Browsing, booking, attending, and rating a	Enter	Engage	Exit
local city tour	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?
	People think about how efficient the product is? The People at the beginning will have less knowledge about the process of operation	Independent Chaos free Self care	People feel People feel good abo fulfilled after taking medicine on time time
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to	Will this product satisfy our needs as compared with not using medicine reminder platform The people seek the review of the medicine reminder from social platform	People Place The product is efficient to use	Digital
 Places: Where are they? Things: What digital touchpoints of the physical objects would they use? 		Digital Handy is received touch point product cloud serve	about this in social remind
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	People must know about the working process of medicine reminder	The primary goal of the person is to handle the medicine reminder properly without causing damages The mot to use medicine re efciently effective	the is to utilize the eminder Garbage bin to the Maximum and
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	EXCITEMENT People would feel excited about the product at the initial stage	HAPPY Medicine reminders helps to remind them correctly on time to take medicines.	The greatest advantage of medicine reminder is to prevent from taking wrong meds or even skip doses.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People doesn't have clear idea about the technology	FRUSTRATING Complexity of the programming	Stable Internet connection is required for transferring the instruction.