



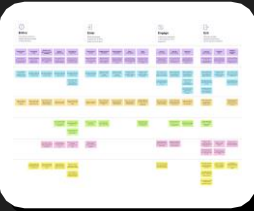
Customer experience journey map

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

 Product School

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →



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	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	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?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	<div>Recommendations/ Advertisements</div> <div>Experts and Career Guidance</div> <div>Self Interest</div>	<div>Register / Login</div> <div>Update Details</div> <div>Choose University</div>	<div>Interested Universities</div> <div>Prediction</div> <div>Choose the University</div> <div>Choose the Course</div>	<div>Logout</div>	<div>Feedback</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 would have come across Recommendations in the websites they visit often</div> <div>Students will come to know their career guidance programs through magazines or advertisements and find the program either in person or through email</div> <div>Students start searching the Internet about the eligibility predictor</div>	<div>A User Interface where the user enter their login id and password if they have a new user or they are a new user</div> <div>Students must fill the mandatory fields and have to select their certificate and other details accordingly, then details</div> <div>Option provided by website will automatically redirect them to the official website of University</div>	<div>Drop/Add Universities to the wishlist as per the student's choice</div> <div>The university can be Chosen from the list as the users wishes to</div> <div>A user interface that calculates the cut-off and rating for the university and marks</div> <div>If the user wants to know about a particular Course, he/she can click on the name of that course</div>	<div>Users can log out by clicking the Log out button on the Navigation Bar</div>	<div>Users will be able to fill the feedback at their own will</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me choose the right University</div> <div>Help me to know about the admission predictor</div> <div>Help me avoid the trouble of predicting the chance of admission by visiting each college in physical mode</div>	<div>Help me to Login with more than one email</div> <div>Help me to view the percentage of how much I have updated my details</div> <div>Help me in joining the desired University</div>	<div>Help me to view the prediction for the universities I'm interested in</div> <div>Help me to be aware of my eligibility to join a particular university</div> <div>Help me to choose the university that is best suited based on my eligibility</div>	<div>Help me to Log out successfully preventing access to my account by an unauthorized person</div>	<div>Help me to express my feedback with complete liberty</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Advertisements induce the users to use the Admission Predictor</div> <div>It gives the students in-depth knowledge and motivation to use Admission Predictor.</div> <div>The user's interest will rise if you give them the knowledge on how to predict their admissions possibilities.</div>	<div>A simple and user friendly user interface available to users</div> <div>Provide an interactive, personalized report for updating their details</div> <div>Knowing their eligibility and predictions of admission to their preferred university increases the student's enthusiasm</div>	<div>The user is more at ease as he's given the prediction only for the universities of his own interest.</div> <div>Reliably predicting the chances of admission to a university</div> <div>Reliably predicting the chances of admission to a university</div> <div>Students learn more about the specifics of their selected university and the courses it offers</div>	<div>Users have the trust that their data is in safe hands</div> <div>Users are happy to leave the app after receiving the best outcome</div>	<div>Allowing users to openly express their emotions will make them feel good</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>The Commercials may be fake</div> <div>Misinterpretation of Guidance From Career Analyst</div>	<div>When the user is not able to Register/Login (Entering the invalid Credentials)</div> <div>Entering wrong details leads to inappropriate prediction</div> <div>University names might be wrongly chosen due to oversight error</div>	<div>Prediction may go incorrect if their details are not entered correctly</div> <div>When predicting the outcome takes long time, they feel frustrated</div> <div>Students may get confused to choose the proper University</div> <div>Leads to disappointments as they are not eligible to choose their desired course</div>	<div>While using public computer their account is at the risk of unauthorized access if not logged out properly</div>	<div>Asking for feedback each and every time frustrates the user</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Provide an appealing interface.</div> <div>Provide a simpler summary to avoid information overload</div>	<div>Enabling the autofill option when the students login</div> <div>Students can update their profile whenever required</div>	<div>Optimizing the Data Models to achieve fast and accurate results</div> <div>Scope for each course is displayed</div>	<div>The user account will automatically log out if the application is not used for a while</div>	<div>Users can write reviews of the app in addition to providing feedback by choosing alternatives</div>