



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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TITLE: REAL TIME COMMUNICATION SYSTEM POWERED BY AI FOR SPECIALLY ABLED

Document an existing experience

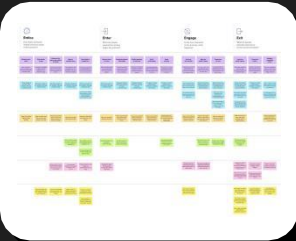
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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					
Steps	Ads in social media By conducting programs at educational institution or public places Via radio or TV broadcastings	Real time captioning Visual sensor to capture information	Translation and synthesis by capturing signs Conversion of sign language into text	Bridges communication gap Lesseffort	Encourage communication with people Access to job opportunities
Interactions	Fear of misconception of conversation It is not sure that normal people understand sign language People sympathizing or mistreating them	They don't feel communication as a barrier Make use of hand gesture Virtual assistance	AI aided machine translation Live predictions	Helpful in case of emergencies No need for interpreter	Build an emotional connecting User friendly
Goals & motivations	Help me to get job opportunities Help me to access to public services	Help me to recover from disabilities Help me to be independent	Help me to convey my thoughts Help me to maximize my friends circle	Help me to avoid misconception during the conversation Help me to figure out speech	Help me to overcome barriers Help me to interact independently without a translator
Positive moments	Spending time with family and friends Relieved from stress	Likes to be socially active Exposed to more gestures	Feels motivated in chasing their dreams Create a friendly environment	Feels better Expressing their view to others	Smooth conversation Easy to understand
Negative moments	Has a tough time in spending time with family members or friends Feels lonely in gatherings	Communication gap No direction to follow or fulfill their dreams	Fear and anxiety of future Can't express their feeling to others	Buffering Eye damage	Background noise Miscommunication Feels insecure
Areas of opportunity	Reservation for specially abled Digitalizing their details and giving id for them	Can educate students who have hearing challenges Reduce the level of inequality	Special educational teacher Helps employee in an organisation	Communication is not necessary for writing, if can be made, such as, pictures, pictures, pictures, pictures, etc.	IT jobs are good for abled people, such as, programming, development, etc.
				Getting government jobs	Sign language teacher



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