

## Customer 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

## 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.

typically experiences, then add detail to each of the other rows.					As you add steps to the experience, move each these	
typically experiences, then add detail to each of the					"Five Es" the left or right depending on the scenario	
					you are documenting.	
	Entice How does someone	Enter What do people	Engage In the core moments	Exit What do people		Extend What happens after the
	initially become aware of this process?	experience as they begin the process?	in the process, what happens?	typically experience as the process finishes?		experience is over?
SCENARIO						
Browsing, booking, attending, and rating a local city tour	Displaying the message Notification  of helpdesk at the end  of an order	Greetings from helpdesk	Helpdesk interaction Alternate way	Display good messages		The queries are noted by the helpdesk after the customer leaves
Steps What does the person (or group) typically experience?	Notifiying about the helpdesk and the recommended projects for future help  Displaying an complement at the end of an order	A greet and showing people what they are looking for will make people to find their approached place	The customer products details collected by the helpdesk make a call to the provide message based requirement employee	Displaying good looking messages at the end of the chat		
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?	Helpdesk and if needed can able to make communication with the customer care employee  At the end of the order at the dashboard  Helpdesk or call	Greeting from helpdesk and showing them the related contents either they can make use of the search buttons if they need any help	Helpdesk will provide the details about the requested products as per the customer requirement  Send normal messages or the problem gets solved	Thank you message will be sent as a complement to the user		Complemented by thank you messages and suggesing the related products to the customers
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Without any interruptions and breaks a customer can make use of things by 24/7  To solve the conflicts for the customers	To intimate customer for use this service	The questions will be displayed as customer prefers	Customer Getting satisfication feedba		Checks whether the customer problmes gets solved
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Cinflicts of the customer gets solved quickly	Starting a user friendly chats	Multiple language chat and also able to translate to its their own mother tongue	Queries were gets asked by the user		Customer satisfication
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	When the customer themself having a problem with a product or anything	If they feel irritate on the start chat	When they do not find their language	If the issues does not solved clearly and properly		Customer got frusrtated while chating
Areas of opportunity  How might we make each step better? What ideas do we have?	By sending Complements after every usage Updating with required to customer needs	Their profile gets updated	Asking their comfortable language	Getting feedback		Managing FAQ on

As you add steps to the



