



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

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


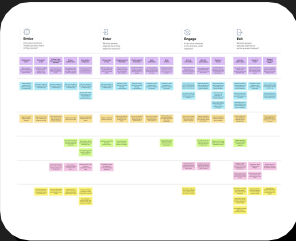
Document an existing experience

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.

TIP
As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.



<div>SCENARIO</div> <div>Browsing, booking, getting the prediction result, and going for alternate solutions if the delay is long</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>		
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Booking other flights</div><div>Most customers discover efficient flights as they are booking flights from other airlines</div></div> <div><div>Visit airline website or app</div><div>A customer navigates to our website or app using URL</div></div> <div><div>Ask airline for information</div><div>The customer tries to contact the airline for information regarding delay/cancellation of flights</div></div> <div><div>Search for sources to estimate the time of delay</div><div>The customer searches for different sources, like weather reports and news to estimate the delay</div></div> <div><div>Enter the login credentials / sign up as a new user</div><div>Customers enter their login credentials in the booking portal or sign up as a new user if they don't have an existing account</div></div> <div><div>Enter the passenger details</div><div>The details of the passengers as requested in the website is entered by the customer</div></div> <div><div>Verify the details entered</div><div>The details entered are rechecked by the customer</div></div>	<div><div>Search for the required flight</div><div>The customer can search for their required flight through the route or the flight number</div></div> <div><div>Choose their flight</div><div>The customer chooses their required flight from the list they obtain in the search</div></div> <div><div>See the delay predicted</div><div>The customer can view the predicted delay time on choosing the flight</div></div> <div><div>Get the accuracy of the predicted delay</div><div>The customer can know the accuracy of the prediction</div></div> <div><div>Rate the application</div><div>The customer can rate the application based on their experience with it</div></div> <div><div>Give feedback / suggestions</div><div>The customer can give feedback or suggestions or both based on their experience with the application</div></div> <div><div>Decide whether to book the flight or not based on the results</div><div>The customer can decide whether to book the flight or not based on the results obtained from the application</div></div> <div><div>Logout of the application</div><div>The customer can safely logout of the application once their job is done</div></div> <div><div>Store the customers search history</div><div>The customers search history and the results obtained is stored for validation purposes</div></div> <div><div>Get personalized recommendations</div><div>The customers' feedback can be used to provide them with personalised recommendations</div></div>	<div><div>Booking other flights</div><div>The results given by the website or app are viewed by the customer</div></div> <div><div>Airport and airline announcements</div><div>Weather forecast , know through co-travelers</div></div> <div><div>Sign up section of the application</div><div>Passenger details are gathered in case user needs to sign up</div><div>Once the details are entered they are verified</div></div> <div><div>Search section of the application</div><div>Flight details section of the application</div><div>Flight details section of the application</div><div>Flight details section of the application</div></div> <div><div>Feedback section</div><div>Feedback section</div><div>Flight details section</div><div>Navigation bar of the app</div></div> <div><div>Customer's profile section</div><div>Home page</div></div>	<div><div>Getting to know the available flights</div><div>Getting to know the available flights</div><div>Get to know if the flight is delayed</div><div>Get to know the ETA</div></div> <div><div>To register into the application and access it</div><div>To be able to reserve the seats in the flight</div><div>To be able to reserve the seats in the flight</div></div> <div><div>To select the required flight</div><div>To select the required flight</div><div>To know the estimated time of delay</div><div>To plan prior to avoid unexpected scenarios</div></div> <div><div>To help the developers improve the application</div><div>To help the developers improve the application</div><div>To help the developers validate the machine learning model</div><div>To enhance customer experience</div></div>	<div><div>User feels grateful to be aware of the variety of possibilities accessible</div><div>User feels grateful to be aware of the variety of possibilities accessible</div><div>When the passenger learns that the airline pays compensation, they are happy</div><div>With the delay, you can be sure to pinpoint the source.</div></div> <div><div>To get emails from the app, you must have a registered email address.</div><div>Having access to more programme functions seems beneficial.</div><div>Having access to more programme functions seems beneficial.</div></div> <div><div>Since We don't always have access to the flight number, the ability to select by route is helpful.</div><div>Since We don't always have access to the flight number, the ability to select by route is helpful.</div><div>Finding the delay and planning forward will be exciting and reassuring.</div></div> <div><div>Glad to voice the viewpoint</div><div>Glad to voice the viewpoint</div><div>Validation would lead to providing good accuracy and the user will find it as a reliable source</div><div>The user will be able to see the details he need in a more easier manner</div></div>	<div><div>Furious and perplexing</div><div>Furious and perplexing</div><div>Uncure of which source to trust and perplexed about where to look for more sources</div><div>Initially unsure about the app's dependability</div></div> <div><div>It might be hard to enter several details.</div><div>It takes time to complete it each time.</div><div>time-consuming, pointless, and repetitive</div></div> <div><div>It takes a lot of time to input all the information, and it might be tough to recall battle numbers.</div><div>Uncertain about the application's dependability</div><div>Giving opinions takes too much time and is boring.</div><div>Giving opinions takes too much time and is boring.</div></div> <div><div>If low accuracy is shown in the prediction for the particular flight the user questions then the user might lose trust on that application</div><div>Time consuming</div></div>	<div><div>Connect to an airplane helpline worker</div><div>Include a chatbot in the application</div></div> <div><div>Display settings for third-party app (Google, Outlook) registration.</div><div>Display settings for third-party app (Google, Outlook) registration.</div><div>Make it optional for the user's</div><div>Visualize, condense, and make the tour appealing.</div></div> <div><div>Reduce the amount of information needed to make the procedure less complicated.</div><div>Enhance the prediction's effectiveness</div></div> <div><div>May utilize the evaluations gathered to enhance performance</div><div>Feedback may be utilised to enhance the overall application experience.</div></div> <div><div>With the help of validation, the accuracy of the model can be know and can be made better</div><div>With the help of user's data stored the overall user experience can be made better and easier</div></div>



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