



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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





TEAM ID: PNT2022TMID22164

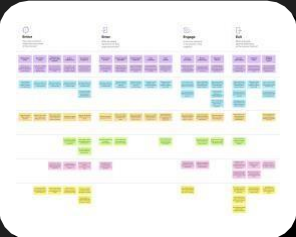
Document an existing experience

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><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</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><div>By social media / internet</div><div>A person checking for any recently available technologies for deaf - hearing family people</div></div> <div><div>Searching for upgradation</div><div>Deaf - mute people checks for the updates in technology that help them to communicate effectively.</div></div>	<div><div>They will try to know more about the process</div><div>As they begin to start the usage, they start experiencing the advanced features of this application</div></div> <div><div>Finding difficulties</div><div>As they start to use the application they start to find the ease or some obstacles in using the application</div></div> <div><div>Get to adapt to the process</div><div>They finally come to know about the application usage and its benefits</div></div>	<div><div>Start's using the application</div><div>As they start to use, they use the features that are available for hearing people</div></div> <div><div>They communicate with the app using chat and that converts them into voice</div><div>Good interaction between the user and normal people</div></div> <div><div>They will be more reliable on this website</div><div>As they get benefited continuously from the website they get familiar with</div></div>	<div><div>They will be contented with the website</div></div> <div><div>They also get knowledge about the steps that to be taken to get the version of the application</div></div>	<div><div>If they need any other features they will suggest through help</div></div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>They will get learn from the people who already uses</div></div> <div><div>They go for places which provide the information or machines that helps deaf - mute people</div></div> <div><div>Via sign language they can mingle with normal people</div></div>	<div><div>During usage they get assistance from the other people</div></div> <div><div>they get used to the website</div></div>	<div><div>Using this website they can communicate with each other and with the normal people</div></div> <div><div>They make communication much more easier and does eliminate the fear of disability</div></div>	<div><div>After usage they suggest this to needed people</div></div>	<div><div>They will be confident to face the society</div></div>
<div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>They want to be in contact like normal people with upgraded features</div></div>	<div><div>The motivation of the people during this version is to understand the website</div></div> <div><div>To know about the provided information</div></div>	<div><div>To experience the features of the website and make use of the system efficiently</div></div>	<div><div>They have a desire to share this to their companion</div></div>	<div><div>Initiation of conversations comes easy</div></div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>They will get several information related to upgradation during the learning process of the application</div></div>	<div><div>They will come to know about the features and start utilizing the benefits</div></div>	<div><div>They will enjoy the integrated version of features</div></div>	<div><div>The y try to do good to their friends by suggesting this application to them</div></div>	<div><div>They use this to their fulfillment</div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>They will face some abuse of power</div></div> <div><div>A poor treatment will cause mental issues to them</div></div>	<div><div>They may get disappointed due to its limited facilities</div></div> <div><div>They need someone to help with understanding</div></div>	<div><div>They may even get addicted to some features provided</div></div>	<div><div>This app may not be completely used by the deaf-mute and blind people</div></div>	<div><div>It would be difficult to tackle emergencies</div></div>
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>They get to know more about information regarding features</div></div> <div><div>They get more suggestions from different people</div></div>	<div><div>They feel confident about themselves</div></div> <div><div>Helping them to get used with new features</div></div>	<div><div>Making use for this advancement may make the person more satisfied and elated</div></div>	<div><div>They can share their opinion easily</div></div>	<div><div>New opportunities will be given</div></div>



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