

## 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

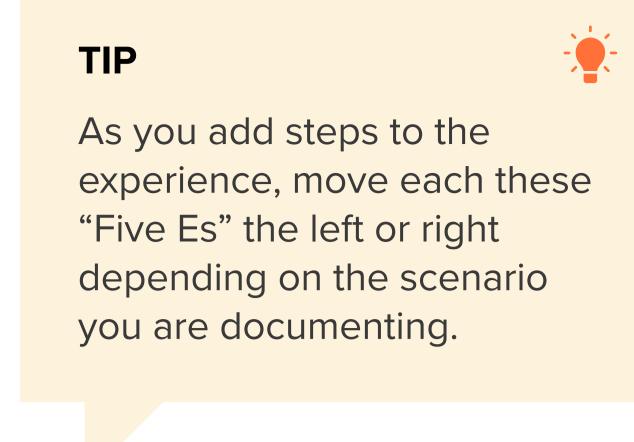
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## Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	Entice  How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Blogger post  Gathering information and posting it in the blog page  Adds and Post in Social media  Through watching Reels,Stories and seeing Post on Social media	if they are old user they will login  Register  if they are new user they will register	Better user Understanding  Dashboard will contain available options  FAQ will be Provided	They will provide feedback	Remembering password option will be provided
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?	Reading help Section Provided in the app  Reading Posts and Blogs and sharing with others  Interacting with various Nutritional websites	Will Provide Personal Interacting with UI Components  Will see the Dashboard  Simple steps to complete the task	will give food images  will give the weight of the food  will provide a diet plan  will provide Allergic food details	Leave a feed back on User Experience	will provide water intake details  will provide sleep cycle
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	help me to stay fit and healthy sleep cycle  help me to maintain sleep cycle  help me to avoid inappropriate diet	Helps to feel Confident about themselves  Helps to follow the Processwithout fail	Help them to avoid negative thinking  Help them to stay Motivated  Help them to Positive all the time	Providing guide  Customers email	Helps them to See their progress  Giving Required Warning message  Giving Required Notification
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The app provides health information as well as helps the users obtain an expected results as they follow it  motivating themself to follow nutritional food pattern	Excitement about the regular eating habits  Following diet chart is very simple	Control them from eating unhealthy food  Help them to maintain good sleep cycle	Helps to take care of their health  Helps them to feel excited about the process	People like looking for other customers' feedback  People uses other users review for analysis
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Quantity of food in not known Roods  Need to avoid Junk foods	Trustworthy is the major drawback in the user point of view	Control them from eating unhealthy food  Help them to maintain good sleep cycle	Help them to maintain good sleep cycle may miss good sleep	For some features need to pay  People feel pressure at some point of time
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Increasing the Information about various nutrition content for user benefits	The best idea is before eating any food make sure the food is healthy and hygienic  Keep portion sizes of food to a reasonable and recommended amount	The Common health issues like high blood pressure, Obesity and Diabetes will get reduced	Maintain a healthy diet to free from various diseases	Be energetic and young always which makes you fell happy