# 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**

**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.

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**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

| | Entice | Enter | Engage | Exit | Extend |
|---|---|---|---|---|---|
| | How does someone initially become aware of this process? | What do people experience as they begin the process? | In the core moments in the process, what happens? | What do people typically experience as the process finishes? | What happens after the experience is over? |
| **Steps** What does the person (or group) typically experience? | Free checkup can be done in public places | The prediction result will be shown in the output. | While using the model, the user may be immersed in it if they fnd the application to be convenient to work with. | User will be super thrilled to get fast and accurate results as previously this task was not time efficient. | User may be excited to interact with business partners to implement model at a large scale. |
| | Test can be done along with diabetic treatment. | people will get excited after getting to know the instant result quite nervous about the result. | | | |
| | Advertisement through social media platform | comments from the existing users | | | |
| **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? | Interaction in a place : The users may require clinic or hospital to discuss. | Interaction in a place: They are supposed to be in the hospital while undergoing treatment | Device classifying the disease | Patients may recommend the product to other | They try how to expand their products with other business partners |
| | Interaction in a person: The user can get knowledge through the patients who have already undergone this DR treatment | Interaction with a person: Discuess with patients about the Retinipathy diagonises | | | |
| | Interaction with a thing: They use eye Retina Images as Digital images. | | | | |
| **Goals & motivations** At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | This product HELPS ME out in save time(Waiting for result) and cost(Checkup cost) | Less time consuming solution and complicated procedure. | Uploading data should be easy , quick and easy hadling of data. | Avoid data leakage. | Helps me to extend the project in large scale and to join with other project patterns. |
| | This product helps me avoid high risk of vision loss. | | | | |
| **Positive moments** What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Exploring various solutions might interest some people | If Retinopathy is identify in early stages | User feels relaxed as the process is automated and saves time. | Detect other diseases too which would lead to faster diagnosis. | Quick accurate results, patients would be more relieved as they don't have to wait for long. |
| **Negative moments** What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | After going through the advertisement some might fear the consequences that will happen in the future . | people may feel discomfort to share their medical data | UI of the application is not user friendly for uneducated peoples. | Mistakes might affect the user's business. | If the model prediction does not match the doctors diagnosis, it may cause confusion |
| **Areas of opportunity** How might we make each step better? What ideas do we have? What have others suggested? | Might give TV advertisements to make people more awareness also try to adopt Digital marketing methods to spread awareness. | Procedure explanation of the process can be done | Navigation comments for user tools to guide user. | Sending messages or emails to the respective patients and doctors about the predicted results. | Better server storage to handle increased user traffic. |

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