

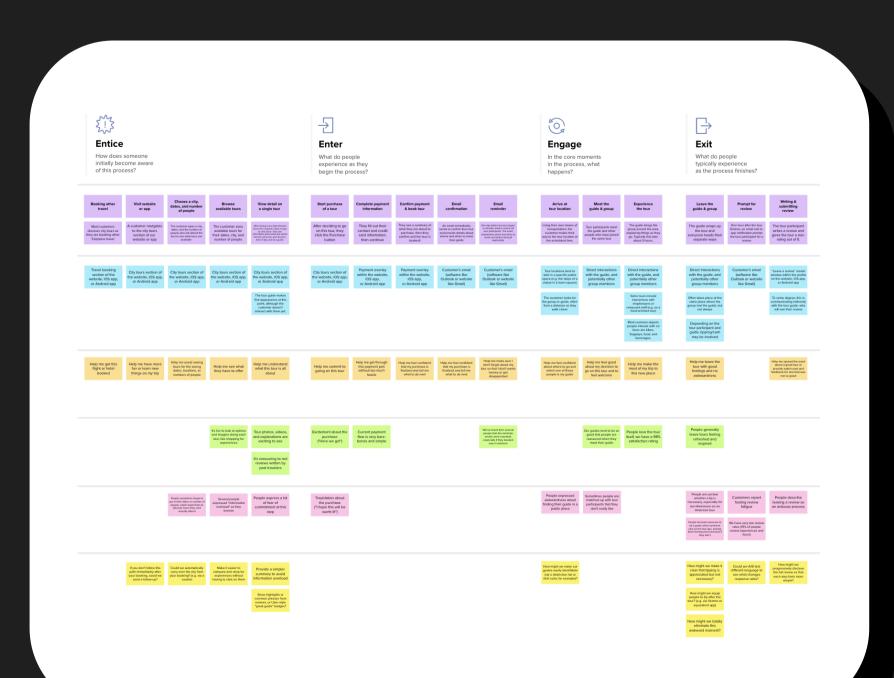
Customer experience journey map

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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inspiration?

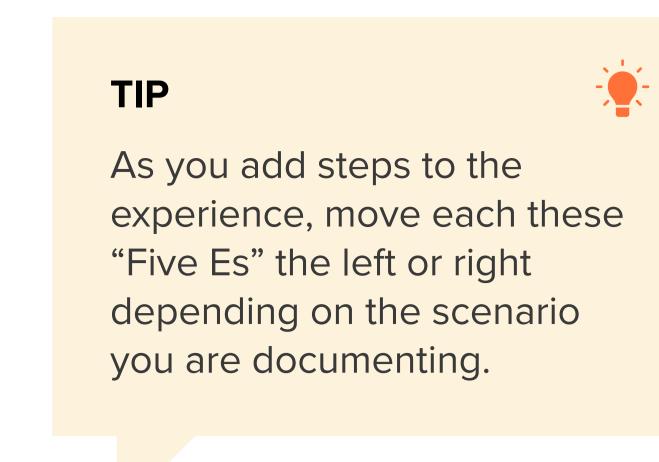
See a finished version of this template to kickstart your work.

Open example



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	Registration	Onboarding	First Session		
Steps What does the person (or group) typically experience?	Wants to maintain the quality of water	Wants to choose an effective device	lot devices are better efficient then regular system	Product Satisfication	Water Quality is good
 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? 	User feels satisfied	After set up Villagers need not to worry about water quality	The user amused by various types of sensor available	After getting this user wont get any unhealty issues	After meter are introduced user feels safe and secure
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Algea bloom control	farm waste drain into water	Mainting the healthy ecosystem	Less water pollution	Reduce the use of pesticides
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer thinks it will helpfull for their daily life	Customer thinks it lead healthy life	customer thinks after solution for problem	The meter choosing will be easy and comfortable	They think the meter will be user eco-friendly
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	System is less effective as sensor are installed	Low resolution	Subjective to ironic interferance	Maintance cost is also very high	High cost for smart sensor
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The Customer get the better water quality	Customer gets the knowledge about the process	nephelometer for turbidity measurment	Ultrasonic radiation for algea control	different level of sensing can be used

