

## 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







## 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.

SCENARIO  Browsing, booking, attending, and rating a	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?	Transporting the goods  Customer needs to pass the goods from  For the purpose of business and imports and exports  User navigate to website or app	Parcel and Document Shipping Registration  Door to Door Document Shipping Registration  Delivery Service with safety  Door to Door Customer portal logins and Contacts	Identifying the Cities more number delivery service  Highlighting the Normal delivery charges and Speed post	Knowledge about the user's Satisfaction	Necessary actions to lower the damage of products
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?	International and Domestic Delivery services for parcels and documents  DHL global services through air, water and ground  Domestic road freight service for palletized cargo	Depending upon origin and destination deadline determined  Pick date and time specifed  Specifed  Oversized goods	Identifying the Cities and Countries more number delivery service	Successful completion of Services	Status of Each Delivered product
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Successful registration of Order  Getting the tracking ID or number for the product  Safety of products and customer satisfaction  Safety of products and customer satisfaction	Shifting of Products as that of predefined  Time scheduled for the product  Separation of goods according to the cities and states	Classify the Cities and States	Cost efcient for the Customers	Identify the negative measures
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Delivering the electronic products  Product Transporting procedures	Goods are neither oversized nor undersized precautions  Dangerous goods are processed with precautions			Frequent Usage of Confdence after Service analysing
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Error in getting tracking ID  Invalid address specifed during registration	Overloading of objects more than expected Parcel and Document Shipping Registration			
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Reduction of time in post and mail through the fast ways and internet  New Marks to improve the business	Acknowledgement from the target to source about that status  Pickup Time and place suggested by the Customer	Increase the Accuracy and calculating the error	New marks to improve the business	