



## Customer experience journey map

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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.

**TIP**  
As you add detail to the experience, make each these "This is" not "I" or "they" depending on the scenarios you are documenting.

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SCENARIO Browsing, booking, attending, and riding a local city tour	Entice How does someone initially become aware of the 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?
<b>Steps</b> What does the person (or group) typically experience?	<b>Visit from friends and colleagues, browsing featured on the app</b> <b>Search for more information on the app</b> <b>Click on the app to see more details</b>	<b>Home Page</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Search</b> <b>Browse</b> <b>Choose</b> <b>Order</b> <b>Delivery</b>	<b>Review</b> <b>Repeat</b> <b>Review</b> <b>Recommendations</b>	
<b>Interactions</b> What interactions do they have at each step along the way? ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects would they use?	<b>Visit from friends and colleagues, browsing featured on the app</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Home Page</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Search</b> <b>Browse</b> <b>Choose</b> <b>Order</b> <b>Delivery</b>	<b>Review</b> <b>Repeat</b> <b>Review</b> <b>Recommendations</b>	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<b>Visit from friends and colleagues, browsing featured on the app</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Home Page</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Search</b> <b>Browse</b> <b>Choose</b> <b>Order</b> <b>Delivery</b>	<b>Review</b> <b>Repeat</b> <b>Review</b> <b>Recommendations</b>	
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Visit from friends and colleagues, browsing featured on the app</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Home Page</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Search</b> <b>Browse</b> <b>Choose</b> <b>Order</b> <b>Delivery</b>	<b>Review</b> <b>Repeat</b> <b>Review</b> <b>Recommendations</b>	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<b>Visit from friends and colleagues, browsing featured on the app</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Home Page</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Search</b> <b>Browse</b> <b>Choose</b> <b>Order</b> <b>Delivery</b>	<b>Review</b> <b>Repeat</b> <b>Review</b> <b>Recommendations</b>	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>Visit from friends and colleagues, browsing featured on the app</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Home Page</b> <b>Click on the app to see more details</b> <b>Click on the app to see more details</b>	<b>Search</b> <b>Browse</b> <b>Choose</b> <b>Order</b> <b>Delivery</b>	<b>Review</b> <b>Repeat</b> <b>Review</b> <b>Recommendations</b>	