



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.

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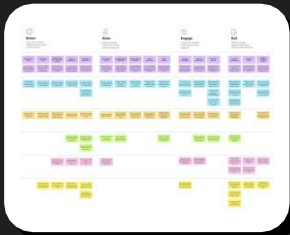
Project title: Real-Time River Water Quality Monitoring and Control System



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.

<div><div>MONITORING AND CONTROLLING RIVER WATER QUALITY</div><div>SCENARIO</div><div><div><div>Browsing, booking, attending, and rating a typical city tour</div><div>What does the person (or group) typically experience?</div></div></div></div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>TIP</div><div>As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a typical city tour</div><div>What does the person (or group) typically experience?</div></div>	<div><div>AWARENESS</div><div>INTELLECTUAL PROPERTY OF INDIA</div><div>THE PROJECT WILL BRING A NEW HOPE TO MANKIND</div><div>WATER QUALITY WILL BE GURANTEED</div></div>	<div><div>THE RIVER WATER FLOWS THROUGH THE SENSOR</div><div>PEOPLE MAY NOT BE SURE THAT THEY CAN RECEIVE QUALITY WATER</div></div>	<div><div>RIVER WATER IS MONITORED</div><div>THE OUTPUT MUST BE ACCURATE</div></div>		<div><div>ALERTS ARE SENT</div><div>PEOPLE WILL FEEL RELAXED</div></div>	<div><div>QUALITY WATER IS SUPPLIED</div><div>SATISFIED</div></div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>EXPLAINS ABOUT THE WHOLE PROCESS</div><div>AT THEIR ZONES</div><div>MOBILE PHONES WHERE ALERTS ARE RECEIVED</div></div>	<div><div>PEOPLE MAY NOT BE SURE ABOUT THE RESULT</div><div>DELTA REGIONS</div><div>SENSORS</div></div>	<div><div>HOPE TO GET REGULAR QUALITY WATER</div><div>DRINKING WATER SUPPLY SOURCE</div><div>QUALITY MONITORING SYSTEM</div></div>		<div><div>KNOWS ABOUT THE PLYTEMPERATURE TURBIDITY</div><div>RECEIVED BY THE AUTHORITIES</div><div>SMARTPHONES</div></div>	<div><div>QUALITY WATER IS SUPPLIED</div><div>TO THE LOCALITIES</div><div>TANKS</div></div>
<div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>TO GET QUALITY WATER SUPPLY</div><div>TO DECREASE THE WATER BORNE DISEASES</div></div>	<div><div>TO MONITOR PH,TEMPERATURE</div><div>TO MONITOR TURBIDITY</div></div>	<div><div>TO OBTAIN ACCURATE VALUES</div><div>TO MONITOR THE WATER QUALITY</div></div>		<div><div>TO GET GOOD QUALITY WATER</div><div>TO REDUCE DISEASES</div></div>	<div><div>TO IMPROVE THE QUALITY OF SOCIETY</div><div>IMPROVE THE LIVING OF MANKIND</div></div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>THE REGULAR SUPPLY OF QUALITY WATER</div></div>	<div><div>THE SENSORS WORK PROPERLY</div></div>	<div><div>THE SENSORS SENSES THE VALUES ACCURATELY</div></div>		<div><div>THE ALERT IS SENT ON TIME</div></div>	<div><div>THE ENTIRE PROCESS WORKS EFFICIENTLY</div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>IMMEDIATE UPDATION OF WATER QUALITY</div></div>	<div><div>PEOPLE ASSUME THAT THE PROCESS IS TIME CONSUMING</div></div>	<div><div>PEOPLE ASSUME THAT THE VALUES MAY BE NOT BE ACCURATE</div></div>		<div><div>ALERTS WILL BE DELAYED</div></div>	<div><div>THEY ASSUME THAT IT MAYNOT WORK FOR A LONG PERIOD</div></div>
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>THE SPEED OF UPDATION CAN BE INCREASED</div><div>CAN BE MORE ECONOMICAL</div></div>	<div><div>REUSEABLE SENSORS</div><div>SOLAR PANELS CAN BE USED FOR SOURCE</div></div>	<div><div>THA WATER FLOW CAN BE CONTROLLED INSTANTLY</div><div>AUTOMATIC WATER CONTROL</div></div>		<div><div>ALERTS CAN ALSO BE SENT TO LOCALS</div><div>PROPER MAINTENANCE HAS TO BE DONE</div></div>	<div><div>MINERAL CONTENTS CAN ALSO BE MONITORED</div><div>THE PROJECT HAS TO BE MADE LONG LASTING</div></div>



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