Template

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

SCENARIO

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

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?

- Tired of typing information from handwritten notes
- Think of finding an app for converting handwriten information to computer readable text
- Find an app for recognizing handwritten information.
- Download and sign up
- Open the document
- import picture
- Terminate process
- Save the document output
- Manual edit
- Text format seem to terminated
- Online handwriting recognition on computer tablets
- Automated music symbol notation reader

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?

- Ask friends for app
- Search in browsers
- Information through online ads.
- Through social media & apps.
- Find a space to give input
- New document
- Space for drawing directly
- Scan the document
- Write directly on screen
- Import picture from file
- Sharing documents
- Terminating process
- Handwritten ancient document reading & writing

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Help me find a app to recognize my handwriting
- Should have good accuracy
- Help me find an app for recognizing handwritten data
- Help me avoid typing information
- Help me reduce typing time.
- Writing & sending SMS in written format
- Variety of applications as electronic form filling
- Accuracy
- Reduced time consumption
- digital revolution for handwritten technology

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- Easy to access
- reviewed when we required
- Find it smart
- Reduce time consumption
- wide range of hand writing - good & bad
- extraction of source have been utilized for character recognition
- Generative models can perform recognition driven segmentation
- Rich description of instantiation
- Find easier and delightful
- Find productive and enjoyabe
- processing bank check amounts
- numeric entries in forms filling up by hand(eg: tax form)

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Delay to type
- fear of sending written data
- countless potential uses for handwriting recognition
- tricky for programmers to provide enough examples
- making it hard to awkward angles to consider
- Will the recognition be accurate?
- Will data be lost?
- Only english alphabets and dgits can be recognized
- Can have more feature like various language

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- make touch to handling mode with reliable manner
- make revolutionary for updating source through code rate
- providing high accuracy and faster
- schemes exhibit lack of high accuracy
- update new form of handwritten historical data
- make path toward digitalization
- Efficient way of converting handwriting to text.
- to attain higher performances in the domain of character recognition
- low consumption time

Need some inspiration?

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

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