



## 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 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?	Ask the airline to get any information  Will search for all sources to find the estimated delay  The first thing the customer will do is they will always ask for any help from others. They will definitely ask the airline service about this  Will search for all sources to find the estimated delay  Some customers who finds it difficult to ask help from others will always search for source or website related to this and find solution from it  Some will always look for an application that is able to provide solution for all their problems . This is one category of customers.	Sign up to the system  Log in using the credentials  The first thing the customer do is they will create an account in the application i.e they will sign up for this appliation  Then after signing up the customer can login to the system using the customer do is they will explore the application because they don't have used such application before.	Enter their flight details  Check the delay  The customer have to enter all the features that is asked by the system to calculate the delay  After providing necessary data the application will tell whether the flight is delayed or not.	While exiting the application it will ask for a star rating. The customer have to provide their rating based on their experience.  Asking Feedback  Then after providing star rating the application will ask for feedback. The customer have to mention the pros and cons of this application.	Personalized Notifications  Mail Notification  Once the user logged in and uses the application the system will save their details and provide personalized notification according to it.  After some time the system might be able to notify about delay or the arrival time through mail also.
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?	Airline Help Desk  Copassengers  Airline Workers  Airline announcement  Apps related to delay predictions.	Signup Section of the app  Login Section of the app  page  Application Home page	User data retrieving section about their flight details  Delay or not Predicting section	Customer Feedback Section.  Customer Feedback Section.	Homepage of User  User Mail Notification
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Gets to know if the flight is delayed or not  To get ETA	For registering into the application  For accessing their personal workspace  To get to know about the flight related queries	To enter their flight details  To find whether their flight is delayed or not	For making improvements in the applications  To make the problem understandable to the developers	To provide personalized to some reasons.  To avoid delays due to some reasons.
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Can avoid time delays  Can get to know what caused the delay	The user will get personalized mail after registration  The user can get so many features after logged in  The application provide so many features to the user	Helps user in scheduling their work if the flight is delayed earlier  Tells the user whether their flight is delayed or not	To express the users opinion  Helps in finding better airlines	Helps to plan alternate options
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Annoyed and frustrated due to do at such situations  Doesn't know if such application exists	User may get frustrated entering all the details  Buffering may sometime occur	Confusion in entering all the details  The UI may be different to adopt	Always ask for feedback which may be annoying	Privacy violation may occur because of so much fields
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Can introduce the app to all users using flights  Can show the user about the flight's previous records	Can show built in options like sign in using Google  Can allow sign in through third party	Can improve the performance by not getting so many fields from the user	These are useful for developers for further improvement  Use all the ratings of user and came to conclusion	Can get relevant information personalized recommendation