

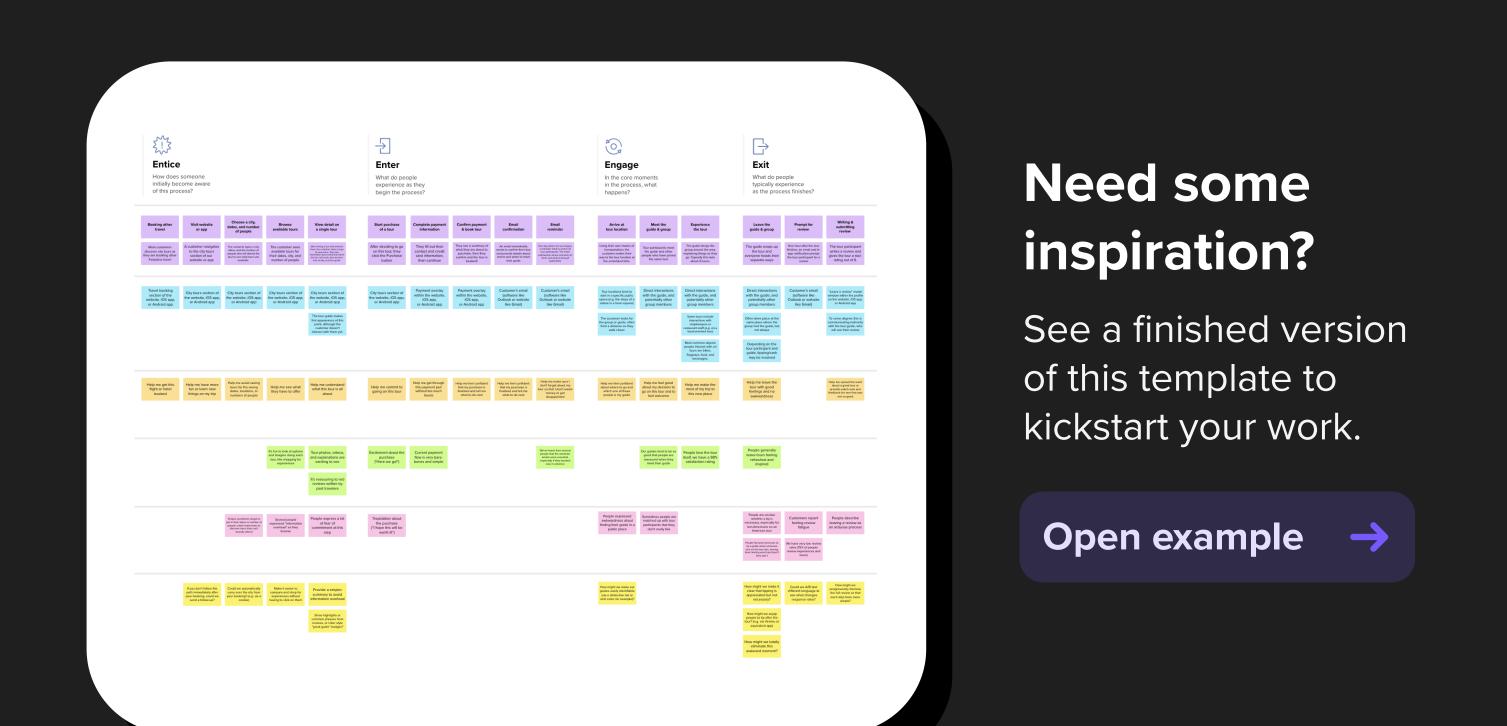
experience Journey map

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



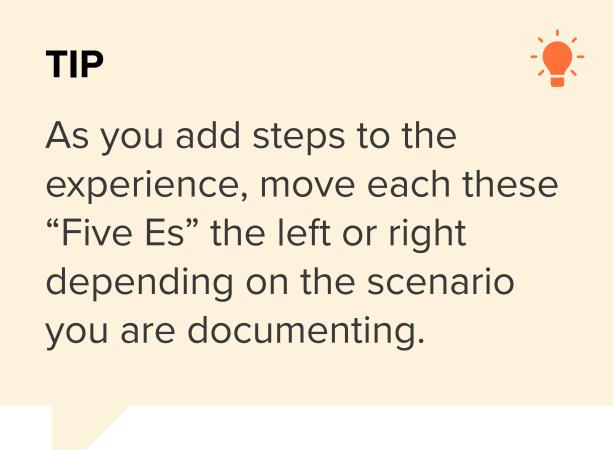
Share template feedback





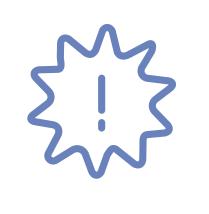
Document an existing experience

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.



SCENARIOS

Browsing, booking car, comparing car values with desired need(i.e engine used color brand etc)



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?



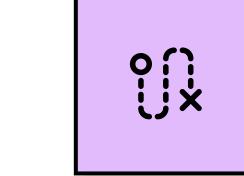
What do people typically experience as the process finishes?

vehicle.



Extend

What happens after the experience is over?



Steps
What do What does the person (or group) typically experience?



focused and to be faced.

After getting information, the customer have a lot of

the user always tend choose the best of their choice but

Browsing and comparison of vehicle choice

Even through like to buy a resale car the user don't have enoigh clarity

without knowing its history

searching for car

process.

the interaction is with the application to buy

choice of selecting a

It is a online

Interaction

Phone, PC and

browser

while searching, user choice selection of a resale car does not have same constraints as it should flexible with user choices

User will wait for the End of booking car to arrive but it process of a resale may arise some

Arrival of car to the The user satisfaction

is achieved



Interactions

What interactions do they have at

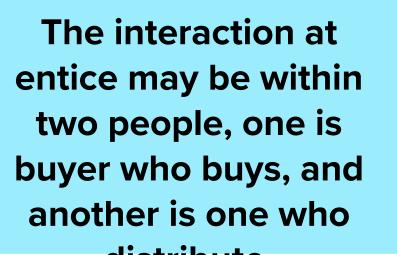
People: Who do they see or talk to?

Places: Where are they?

Goals & motivations

("Help me..." or "Help me avoid...")

Things: What digital touchpoints or physical objects would they use?



When comes about hings like dealinfd via phone, Pc, browsers are the major properties for

these interactions.

while beginning the car they wish to buy from it.

process, the customer need to interact with buyer to take about dearils of the

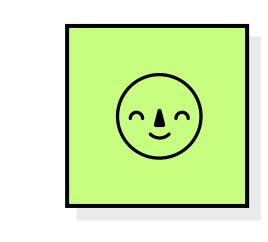
Mobile phone, Pc and another

and features

their booking details

using any smart

Interaction with appication to share promising feedback.

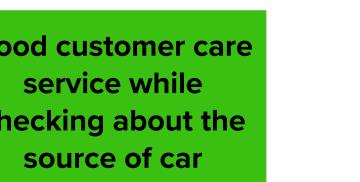


Positive moments

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





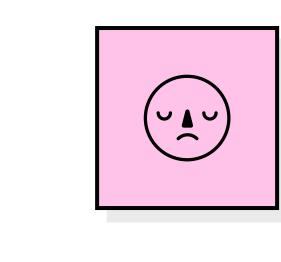


user wish.

user wish.

tracking.

service.



Negative moments

What steps does a typical person

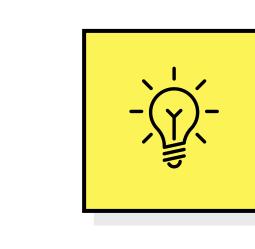


collection.

Getting delay.

right choices to user.

outcomes of a



What have others suggested?



positive outcome and valid properties to make customer happy and approach it based on their wish.

