Template

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

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	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Browse the Web to learn about Symptoms Exploring available Options Consulting Doctors for Opinion	Learn more about the Website Consult with Doctors to see whether this is viable	Upload Drawings of Hand-Drawn Spirals Analyze the Results with a Doctor Take the necessary steps for Treatment if necessary	Predict whether the Patient has Parkinson's Disease or not Have a clear Idea of the Diagnosis	Visit Doctor to cross-check the results Take necessary treatment if required Provide Feedback
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?	Online Interactions in Websites / Advertisements Go to a Hospital or Clinic Use a Phone / Tablet PC to Browse the Web	Exploring available options to see which option is best Take opinions from past users / patients who are suffering from Parkinson's Disease	Take help from other patients to provide the necessary information as input for the App	Interact with other people reagarding the App	Discuss the results with a doctor
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To get to know whether they have an illness or not To look for the best solutions from the available options To look for an application that is quick and predicts faster	Understand the UI Understand how the App Works and it's pre-requisites	To get an accurate prediction for Parkinson's Disease To Understand more about the Diagnosis To learn about the options available	Decide on what should be the next steps taken Analysis of Results and Evaluating available options	Provide Feedback and suggestions Get confirmation on the Disease Decide on Treatment options to take
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Early Detection is possible through Technology Finding an application that is fast and efficient Possibility that the patient might no have Parkinson's Disease	Easy to understand UI Detailed explanation of the Disease Tansparency on the Detection process High accuracy of application	Tansparency on the Detection process Process is simple and easy to use	Accurate prediction Transparency of the Detection Guidance on the treatment process	More options of Treatment available Easy to access application
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Can the App be Trusted? Will it be cost-efficient? Abundance of the options available	Less understanding of the symptoms Not comfortable with the app initially	Unstable connection may lead to difficulty loading the application Sound waves not able to be easily processed Difficulty getting a Drawing in a few instances	App unable to process the information sometimes Symptoms may not be able to correctly address the severity of the disease	Skeptical of Online applications if the user is not familiar with it Not able to provide proper feedback in some cases
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Good User-Experience Predict Parkinson's Disease with Ease	Easy to use for first time users	Data Processing at regular intervals Equipped with latest ML Techniques Proposed solution should have good Time Complexity	Crucial to protect Data Privacy of Users Helpful to Users if updated samples are stored by application	Can also provide remainders for treatment