



Customer experience journey map

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.



<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</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>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>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Hear from friends and colleagues, develop interest into the app</div> <div>A happy customer shares their experiences with people around them.</div> <div>Searching for apps and get recommended under similar interests</div> <div>When there is a need, people search for applications and find the app under similar interests.</div> <div>Home Page</div> <div>The home page consists of what the users generally or most commonly use the application for.</div> <div>ChatBot</div> <div>A chatbot at the welcome screen to navigate and aid the user to make decisions using valid recommendations.</div> <div>Search</div> <div>The user searches for an idea or the chatbot recommends them to buy a product which are most commonly purchased.</div> <div>Browse</div> <div>The user then browses through the variety of products under categories for an ideal product of their choice.</div> <div>Choose</div> <div>When they find a product or a collection of products that they desire, they choose and move to the cart for further prices.</div> <div>Order</div> <div>A user completes the purchase from a variety of option either cash or cashless, UPI, card, etc.,</div> <div>Delivery</div> <div>The manufacturer or delivering company gets the order and deliver the ordered product to the customer within the specified date.</div> <div>Receive</div> <div>The customer reviews the product, check whether the product is the one they ordered, so then user give feedback to the delivery company.</div> <div>Replace</div> <div>In case the customer is not satisfied with the product or have other queries, they send back the product for replacements or refund.</div> <div>Reviews</div> <div>The user after they have experienced with the product or application, they give reviews inside the application or the app store.</div> <div>Recommendations and Reuses</div> <div>The users, from their experiences, recommend the app to their circle, and reuse when they need to purchase new products.</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>More discounts and offers to be provided to attract users</div> <div>On seaching of desired product and selection of quality of product</div> <div>User Interface interacts the the user</div> <div>By giving more discounts</div> <div>Navigation from page to page remains stable and smooth</div> <div>Voice assistant is used to show high recommendations of the products</div> <div>The good UI experience</div> <div>Privacy and security of the system</div> <div>User should feel the product is worth of money after buying the product</div> <div>User can rate and review the product after the product is delivered</div> <div>People around the user can relate to the application and start using the product</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>To get desired product</div> <div>attractive products</div> <div>Value for money</div> <div>Refreshed interface and Interactive chat bot</div> <div>Landing page with attractive products</div> <div>Offers and discounts on moving carousel</div> <div>Peopole will more engage with chat bor recommendation</div> <div>Felling free to search more products</div> <div>Looking into trending and quality things</div> <div>Review and rating</div> <div>Checking availability</div> <div>Checking order status</div> <div>Moving selected products into cart</div> <div>Checking offer time</div> <div>Pushing notification</div> <div>Processing Order</div>	<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> <div>Positive feedbacks and recommendations from the circle.</div> <div>Customer ratings in app stores and more download and install count.</div> <div>A smooth and adaptive UI that creates an interest for the user.</div> <div>An intelligent assistant that can understand the needs of the user.</div> <div>User finds product of desire.</div> <div>User finds better products than what they wanted</div> <div>User gets huge offers and discounts and makes big savings.</div> <div>User gets the product in good shape.</div> <div>The delivery process is easy and user-friendly.</div> <div>User continues to reuse the applications for future purchases and gets similar experiences.</div> <div>User gives good reviews and recommendations to their circle.</div>	<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> <div>Choosing quality products</div> <div>Application Navigation</div> <div>Payment process</div> <div>User Interface</div> <div>Viewing products</div> <div>New chat bot</div> <div>New mechanism</div> <div>Chat bot recommendation</div> <div>New type search</div> <div>User experience</div> <div>Searching products with discount and offers</div> <div>Delay deliver date and offer expire</div> <div>More push notification</div> <div>Offer expired</div> <div>Background process active</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>We created chat bot which make more interaction towards user</div> <div>We organized the best recommendation based on a user perspective</div> <div>Chat bot use for navigation</div> <div>More suggested products using search</div> <div>Easy finding products using chat bot</div> <div>Making user to have more interaction with application</div> <div>Chat bot creates more engaging user</div> <div>making user to stick with application</div> <div>User finds more easy way to search products with chat bot</div> <div>satisfied with</div> <div>Experienced with new chat bot</div> <div>Satisfied with application</div> <div>enhancing user experience</div> <div>Showing new products based on search</div> <div>Making enhancements in the application for better experience</div>