

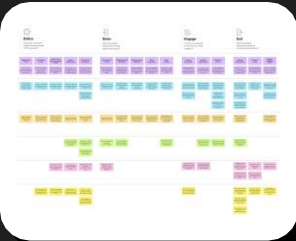


Customer experience journey map

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

 Share template feedback



Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#) →



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.

Project name : Gas Leakage Monitoring and alerting system

TEAM ID : PNT2022TMID19145

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	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	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?	visit app Login credentials Customer navigates to the upload section of our app Customer has to enter the login credentials to proceed into the app.	Experience the output User has add the expenses for tracking their budget Customer will view the amount spent on a daily basis	Digitilized calculations Estimates and tabulate expenses Expenses added are calculated and recorded Expenses are calculated and tabulated	Leave the app Submit reviews Customer will leave the websites after updating User can update their reviews about the app	Recommendation to other users After experiencing the expense tracking application users can recommend to non-users for their needs
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	Login section of the app user detail section of the app Intentions of the designer	Customer's email/software like outlook or app like gmail	Pop up message of app. Users can activate from any locations.	Output section of the app.	Recommendation span across app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to find use-friendly application Help me to avoid spending money in unwanted stuffs Help me to track expenses efficiently	Help me to fill the expenses spent on specific categories Help me to view the expense spent on daily basis	Help me to avoid confusion on amount spent Help me to prevent and identify possible gas	Help me leave the app with good feelings and satisfaction	Help me to suggest this application to non-users
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Accuracy of this application is exciting Consumers perceive their interactions with a brand to be memorable	Promoting a positive and friendly environment	This application tends to be good,since it consumers less time Adding expenses to allotted categories is enjoyable	People while leaving application feels delighted	People will enjoy this recommendation
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Consumers making imperfect decisions Dealing with confused customers	The point of being uncooperative and demeaning	Some people are confused about security issues	people describe leaving a review is time-consuming activity	Some people may feel uncomfortable to give recommendations.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Could be able to view the past History Details Could we get alert Notification	Could we get seperate category for savings Customer Friendly establishment	Could we give thing speak as an input?	Could we access the app in multiple Languages?	Could we get any help during the process.

