


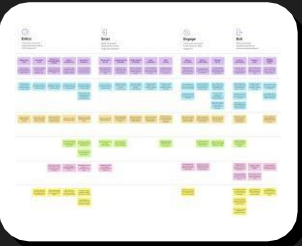


# Customer experience journey map

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.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
<b>Steps</b> What does the person (or group) typically experience?	<div>Customer can utilize the functionality of the system anywhere and at any time.</div> <div>Avoids the Dependency on the Water Testing Agencies.</div> <div>Quick Prediction of the Water Quality results.</div> <div>Saves Time.</div>	<div>Simple User Interface.</div> <div>Text on screen and buttons and menus to view the interpreted results easily.</div>	<div>Calculates the Water Quality Index.</div> <div>Customers feel comfortable.</div> <div>Customers can be used with all kinds of water samples.</div>	<div>Customer gets easy access to resources.</div> <div>Better interpretation of results which can be understood by everyone.</div>	<div>Customer feel contended.</div> <div>They feel satisfied as they can use the system at anytime and the interface is simple to use.</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<div>People can interact with the Dashboard on the Web Page.</div> <div>People will use Watson Assistant.</div>	<div>Customers can interact with various options present in the Dashboard to access the functionality they require.</div>	<div>Customer can also give their own set of parametric values to predict the water quality results.</div> <div>They can get access to past history to already predicted analysis of results.</div>	<div>Customer interacts with various options regarding the interpretation of results that they can understand.</div>	<div>Customers can exit the prediction system and access the system again if they need to use.</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Helps me to predict any kind of water samples.</div> <div>Helps to predict the purification techniques based on the impurities present.</div> <div>Helps me by avoiding irrelevant information.</div>	<div>Help me to access the prediction system quickly without waiting.</div> <div>Helps me to avoid any help from testing agencies or other people by creating a simple interface.</div>	<div>Answers to customer's request immediately.</div> <div>Help me to predict the essential minerals and impurities present effectively.</div>	<div>It also properly ends the conversation by way of farewell message.</div> <div>Helps me by presenting the Classification and Purification technique in a clear and concise way.</div>	<div>The system must meet the goals and to enhance the experience of future.</div> <div>Simplify the access to predicted results and avoid the internal working complication.</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>The system will be accepted by the customers as it's free of cost.</div> <div>Customers are eager to accept the new way of predicting the water quality.</div> <div>They are overjoyed as it can be used by any people without depending any agencies.</div>	<div>Customers are relieved as they can access this system anywhere and at any time.</div>	<div>System UI should be easy to use and understand.</div> <div>It should be visually appealing so that users enjoy using it.</div> <div>Customers are happy to get an instant response without any delay.</div>	<div>As they exit the predicted results are stored for their future reference.</div> <div>The system makes user feels comfortable as it provides all necessary result interpretation which can be used for consultation purpose.</div>	<div>Make the system's behavior more enjoyable with some animations or some graphic effects so that the users will return anytime they like.</div> <div>Try to ensure more trust among users by providing efficient information.</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Customers will feel upset if it works slow in some cases.</div> <div>Customers will be dejected when it asks to pay for using the system.</div>	<div>People with blind disabilities cannot use this system effectively as they have to depend on others to check the interpretation results.</div>	<div>Customer will get angry if it is not working properly.</div> <div>If it provides wrong purification methods based on results interpretation, it will be helpless for users to seek a solution.</div>	<div>Customers gets dissatisfied if they don't get a correct prediction.</div>	<div>Sometimes it gives vague information which causes confusion to customers.</div> <div>This system cannot be used by blind people as the interpretation of results are just presented in the interface.</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Easy accessibility to every customers.</div> <div>It should be available to use 24/7.</div>	<div>Suggest the relevant purification methods based on impurities.</div> <div>Customization in User Interface.</div>	<div>Relevant information and better result interpretation.</div> <div>Provides potability results in a flawless way.</div>	<div>Possible to sustain changes.</div> <div>To work in all kinds of platforms.</div>	<div>Ability to integrate with Future Technologies.</div>

