

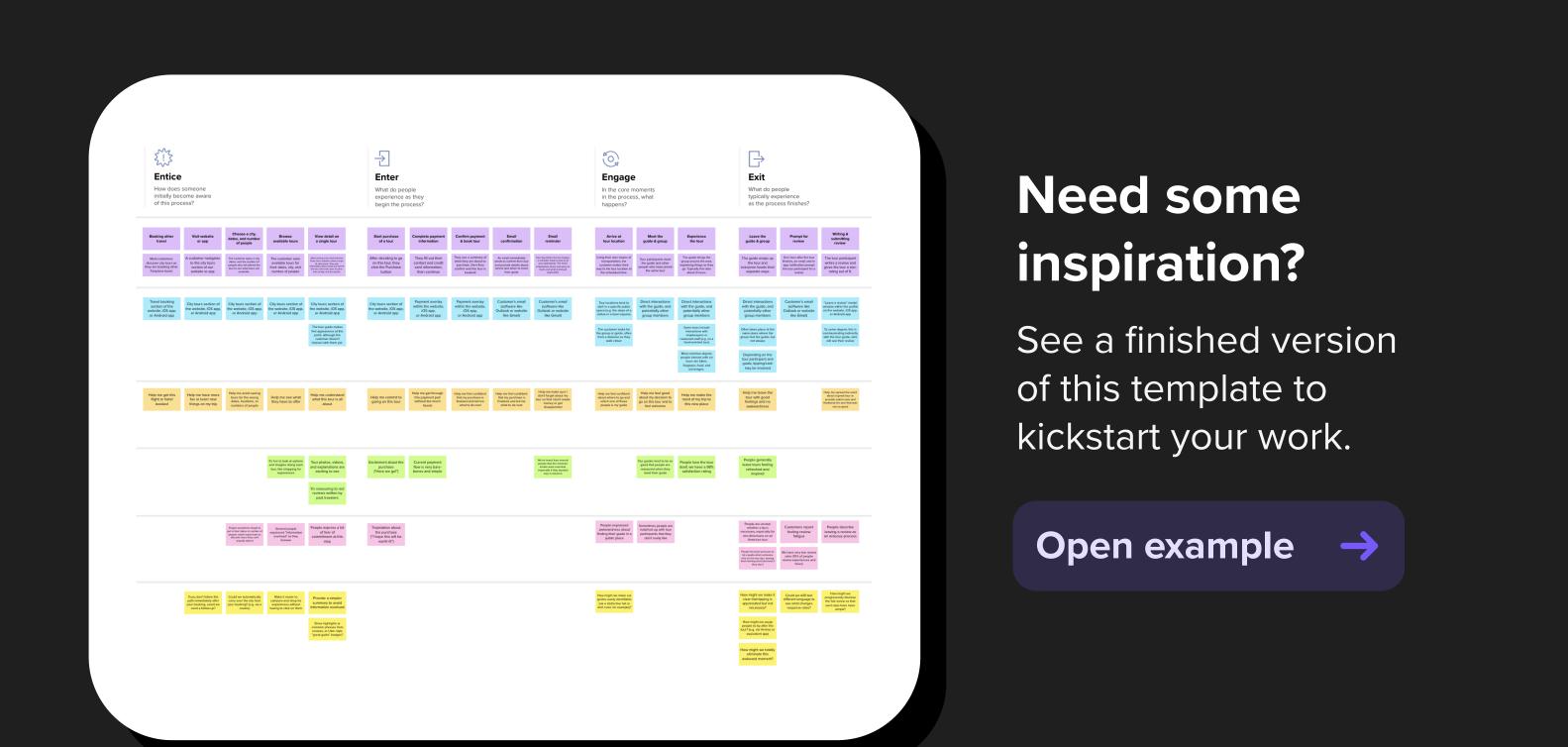
Customer experience journey map

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.

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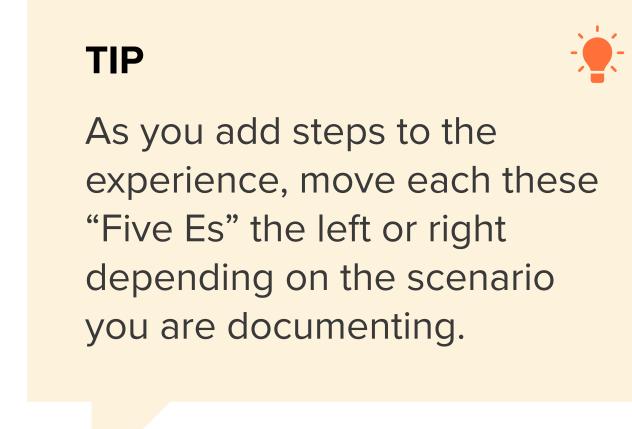
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Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	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?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Visit various websites Contact the dealer Customers look into various websites in search of good one Customers look into various websites in search of good one Customers look into various websites in search of good one Customers look into various dealers and discuss about the procedure. After discussing with the dealer they will get to know about the procedure.	Browse available varieties They will browse available varieties after getting suggestions from the dealer. After deciding they look into the dashboard for complete payment information They fill out their contact and credit card information, then continue	Cross check the details Customer wish to cross check the information With previous owner to know about the car. Customer will meet the dealer and ask for testdrive to check the condition of the car. The dealer will provide information on final procedure to book the car.	Leave with satisfaction. Prompt for review Customer will leave with complete satisfaction on their experience without any awkwardness. An email and inapp notification prompt the customer for a review and gives a starrating out of 5.	Details will be updated. The details regarding the completion appears on the website and "past experiences" area of a customer's profile with a few details. The customer receives a confirmation of the customer receives a confirmation of the customer specifies and past experiences area of a customer's profile with a few details. Customers will give review on what they experienced and give ratings out of 5.
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?	The user will be able to find the review of the particular dealer. The user can access the search option to find the car in the price range they are looking for Report on the condition of the car is provided.	The user will be able to find the prediction page. The user will be able to find the resultant page. A mail asking to fill a review on their service.	Completed support across section of the state (CS app. or Android app.) Recommendation per across website, IOS app. or Android app. or Android app. Post-purchase screens website, IOS app. or Android app. or Android app. or Android app.	The user will find the website working at any browser. The user will ind the website working on any los app.or android app. The user will be able to navigate through all the contents of the website.	The user will be able to find the customer support option. The user has to sign in using mail or contact number. Verifying the credentials.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to find the website Help me necessary information from the website Help me avoid unnecessary details Help me see what they have to offer	Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next Help me get through this payment part without too much hassle	Help me make sure I don't forget about my experience so that I don't water disappointed Helps to know more about the varieties available by providing suggestions Help me feel good about my decision to go on this process and to feel welcome	Help me leave with good feelings and no awkwardness Helps to know about the best part and worth of the product. Helps to know about a great experience or provide watch-ours and feedback for one that was not so good Help me spread the word about a great experience or provide watch-ours and feedback for one that was not so good	Help me see what I could be doing next Help me see what I could be doing next Review of the user will be helpful in improving the websites.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Users find useful information on the cars Symbol the dashboard looks attractive	Excitement about the purchase ("Here we go!") Current payment flow is very barebones and simple	We've heard from several people that the reminder emails were essential, especially if they booked way in advance Our dealers tend to be so good that people are reassured when they meet their dealer. It's reassuring to read reviews written by past buyers	People love the car, we have a 98% satisfaction rating People generally leave with good feeling and complete satisfaction.	People like looking back on their past experiences. We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their complete details, which leads to some issues. Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this payment step. Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about contacting their dealer when the dealer is busy.	People feel peer pressure to tip a dealer when someone else on the contact, leaving them feeling weird and bad if they don't.	We have very low review rates (15% of people review experiences and tours)
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this path immediately after your booking, could we send a follow-up? Make it easier to compare and shop for experiences without having to click on them Provide a simpler summary to avoid	Show highlights or common phrases from reviews. Provide a simpler summary to avoid information overload	"great dealer" badges?	How might we make our dealers easily contactable ?	How might we equip people to tip after their experience? Clear that tipping is appreciated but not necessary?