

## 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.

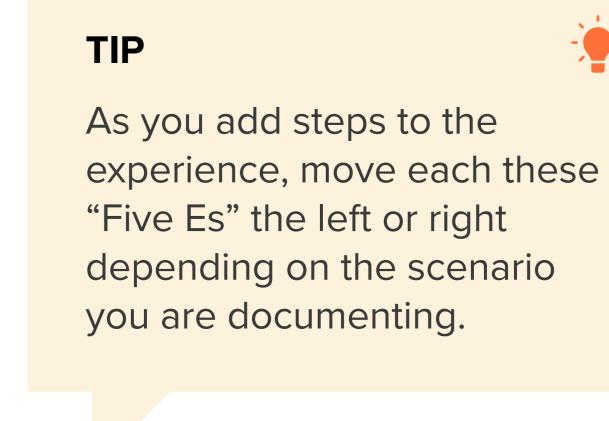
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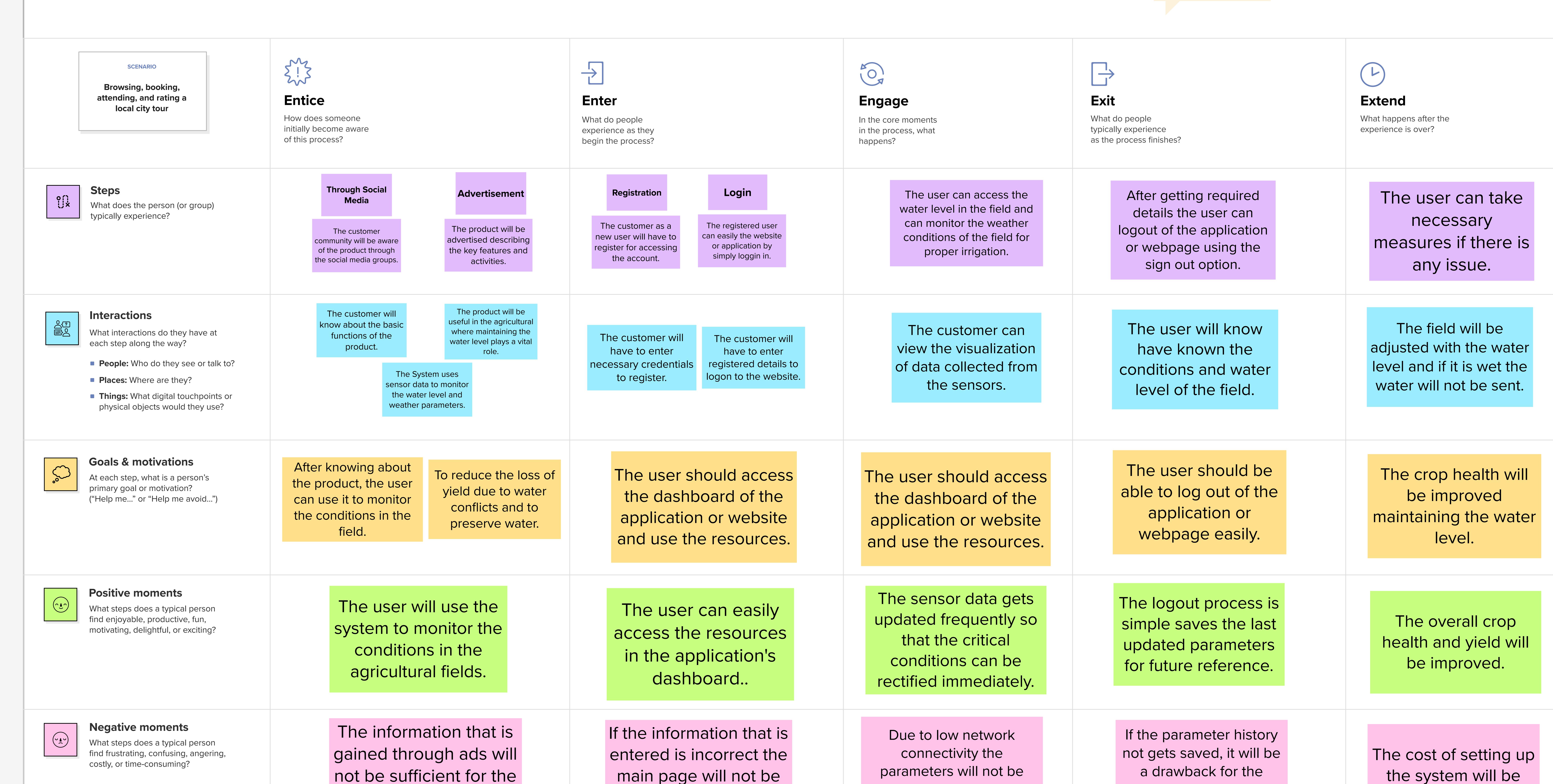
Product School



## 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.





The credentials text
box can be enabled
with a placeholder to
notify the users what to
enter in the text field.

loaded, so they will be

frustrated.

user, so they will be

confused.

The information of the

system can be circulated in

the user community so that

they can know the

advantages of using the

product.

The advertisement can

be provided with

enough details to avoid

confusion for the

farmers.

Areas of opportunity

How might we make each step

better? What ideas do we have?

What have others suggested?

The system can be enabled with bluetooth connectivity to access the parameters in case of network failure.

updated, which will create

anger among customers.

The system can be enabled with autosave option to automatically save the parameter data history.

customer and can cause

serious problems.

The use of low-cost and efficient sensors will reduce the cost and improve the results.

high.