Template

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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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.

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

Browsing, booking, attending, and rating a local city tour

Steps
What does the person (or group) typically experience?

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?

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

	Installation	Segregation	Collection	Recycle	Disposal
	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	Proper Installing of Smart Bins Detects the garbage level updating the status of the bin. sends message to respective municipal authorities	Checking and cleaning the garbage Repairing the waste particles Wastage Sorting process	Extensive uncontrolled dumping Reliable collection Better landfill sites Separate collection and sortinng	Improving the waste efficiency at the waste collections and recycling Preventing the trash after recycling Composting the garbages Treatment of waste after the recycling process	Using Sensor that measures the fill level of trash bin Allows crews to empty bins before they become overflowing Ultrasonic Sensor in Management of waste Sorted and Recycled Trash is delivered to waste-to-energy facility
Interactions	Environmental Protection Productivity Improvement Welfare needs of huge population Efficient waste management	Wastage resource awarness Segregation at wastage Household wastage Commercial wastage	Using Technology- Create more efficieny Reducing the running cost Increasing the sustainability waste service Incineration process	Availability of valuable material to reuse Recycle through tools and technologies Smart waste recycling module Data prediction process after recycling the wastage	Landfill Incineration Waste Compaction Vermi composting
Goals & motivations	Set a FRAME WORK Provide clear blueprint of the Installation process Personal Concern for the environment Garbage collectors do an important job	Promotion of good health To support the sustainable development Legal Obligation Segregating the data to be central server	Collection of data from the location on time Collection of information from the levels of bin Displaying the wastage available in the levels of bin	Storing data and analysing after the recycling process Showing the graphical representation after recycling Updating the value in server after the recycling	Set a Target Waste material should be disposed off site as soon as possible Ensure the complaints
Positive moments	Installing more number of smart bins Providing the awarness to people Enquiry the smart technologies	Identifying the waste produt Classifying the waste product storing of garbage Diving the wastage	Providing the ensure data about wastage Optimizing the resource collection Increasing the sustainability of waste service	Local facility for recycling Recycling the wastage of minerals and used for fertilizers Composting the resource from the pollution	Stop overflowing of dustbins Proper disposal of sanitary Providing the awareness of sanitary
Negative moments	Lack of smart bins High cost for the installation process Collection of garbage capacity is high Getting Involved in Education system	Providing the local segregation facility Trash net based waste segregation Identification process more difficult	Collection pf trash particle from different location is harder Collecting process is hazardous to peoples health Prepare separate containers for wet and dry waste	After recycling preparing the circulatory safety Reviewing complaince after recycling	Facing number of Challenging issues Balancing the objective between promoting recycling consumers Harmful chemical substance
Areas of opportunity	The purpose of guidance and development of Environment Providing the protection to the human welfare Enhancement of waste management ideas	Providing the segregation of waste management system Segregations of provides more benefits in waste management	Collection is the purpose of collecting the dust particles Collection of waste from different locations Collection provides clean to cetrain place	Extensive uncontrolled dumping process Reliable collection better landfills Separate collection and sorting Expanding the recycling industry	Policy and legal frame work Institutional arrangement Operations management Appropriate Technology