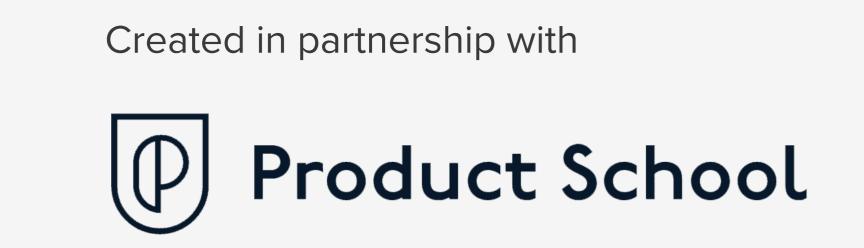
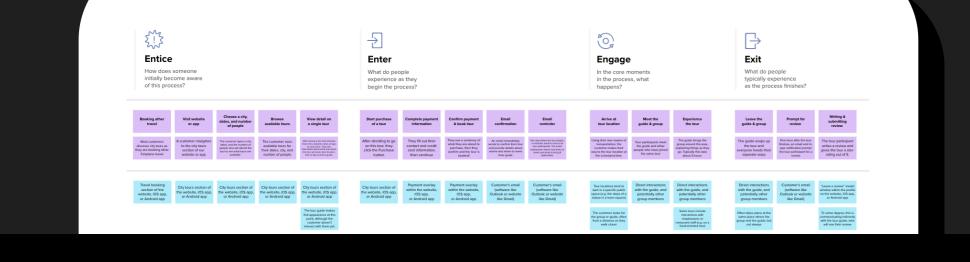


Customer experience journey map

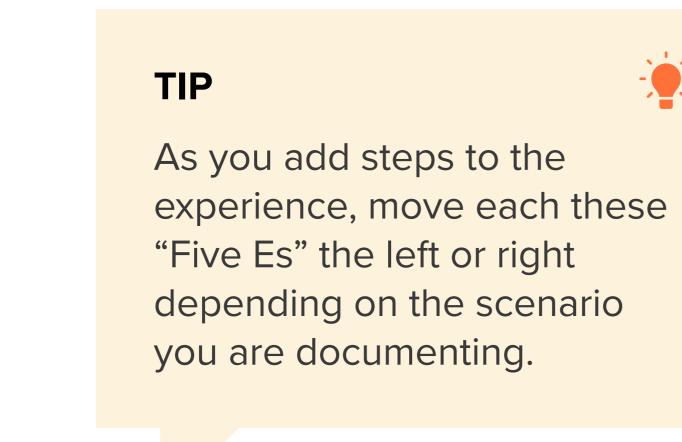
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.







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 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?	The user can enter their issue and get the solution. Time Efiiciency The user can get the best solution for their issue in lesser time.	Create an account using the mail id and password. Customer asks the solution for their issue by entering the issue.	Analyze the Problem Understand the issue raised by the user.	Sign out from the account of the user which was Sign In before.	Once the issue of the customer is submitted, Agent looks for the best solution.
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?	Credentials Enter the issue in the Ui The user have to give information like mail id ,password	Profile contains information of the user.	assigning the task to the agent	Message will be sent if the agent finds the solution for the issue.	collection of different issue from different users.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Helps me to find the best solution for their issue. Helps me avoid the solution that doesn't fit for the issue and avoids wastage of time. Helps me to get the solution in lesser time.	Helps me to maintain the profile of the user. Helps me to maintain the issues of the user.	Helps me to get the solution.	Happiness The user will be happy if they get the solution.	Calm and composed The user should wait till he gets the best solution.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited to know the best solution.	Excited to ex[plore different profiles of the user.	Productive to get the user experience.	Productive to the user if they got the solution before sign out.	Excitment to know the solution.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	If the issue is new to the agent, the user have to wait until the agent finds the best solution.	Frusturating if user doesn't log in with correct details.	Takes longer time to solve if the issue is new to the agent.		The user have to wait until the agent comes up with the solution.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	The issue can be solved easier if the problem is already raised.	The Platform is easily accessible to all the user.	The Agent can explore many user and their issue.	Can be stress free	Can focus on any other work.