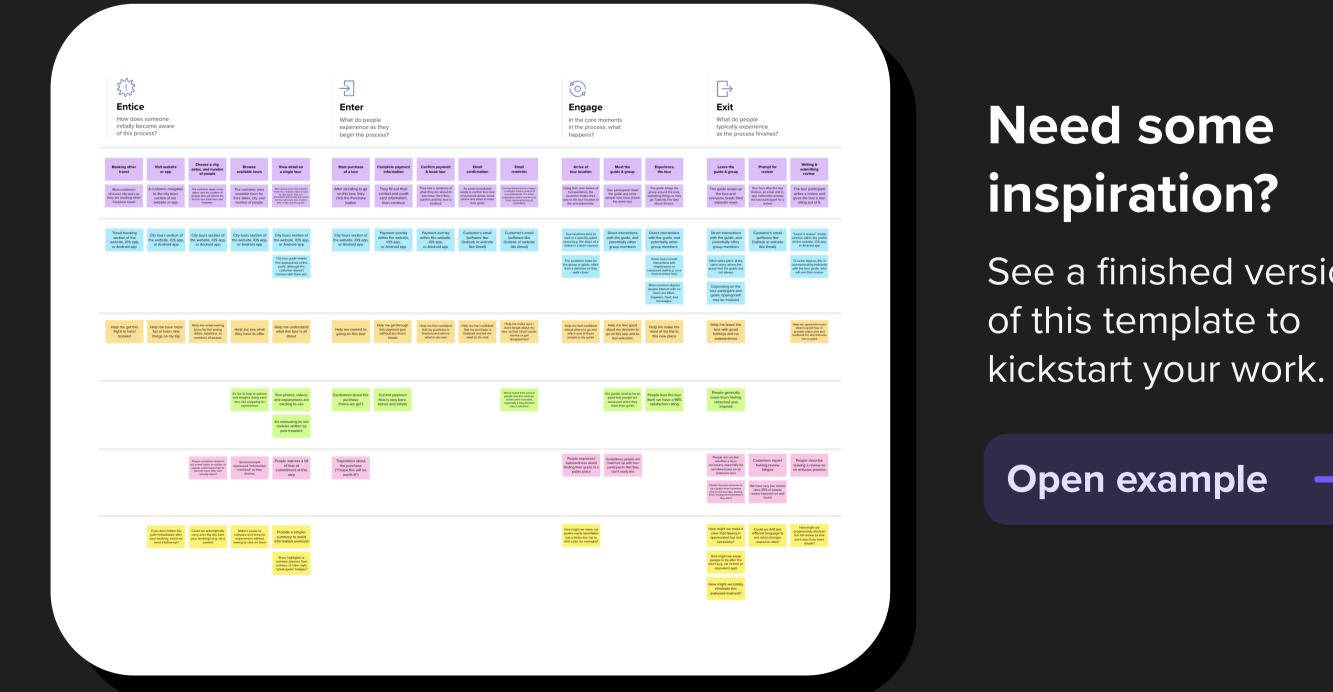


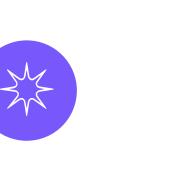
Customer experience journey map

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

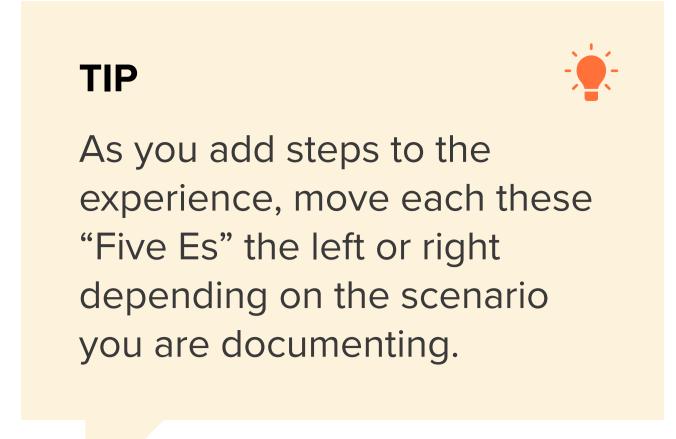






Document an existing experience

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.



vsing, booking, ling, and rating a ocal 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 THE WEBSITE IMAGE UPLOAD PART SCAN IMAGE THE USER CAN UPLOAD THE IMAGE IN HANDWRITTEN DIGITS	START UPLOADING EXPERIENCE THE OUTPUT IF THE USER WANTS TO UPLOAD THE IMAGE, THE USER WILL VIEW THE DIGITIZED OUTPUT	CHECKING THE IMAGE PROCESSING THE IMAGE CHECKS WHETHER CUSTOMER HAS UPLOADED THE CORRECT HANDWRITTEN IMAGE AFTER THE CORRECT RECOGNITION OF DIGITS, THE CUSTOMER WILL BE SATISFIED AFTER SUCCESSIVIL RECOGNITION OF DIGITS, THE CUSTOMER WILL BE SATISFIED AFTER SUCCESSIVIL RECOGNITION OF DIGITS, THE CUSTOMER WILL BE SATISFIED SOME THEY GOT THEIR RECOGNITION OF DIGITS. THE CUSTOMER WILL BE SATISFIED SOME THEY GOT THEIR RECOGNIZED DIGITS CORRECTLY	LEAVE THE WEBSITE AFTER THE CORRECT RECONITION OF DIGITS.THE USER WILL BE SATISIFED	PERSONALIZED RECOMMENDATION AFTER EXPERIENCING OUR USER FRIENDLY WEBSITE. THE USER CAN SHARE WITH THEIR FRIENDS AND NEIGHBOURS USER FEELS HAPPY WITH THE ACCURACY OF THE PREDICTED RESULT
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?	UPLOAD IMAGE SECTION OF THE WEBSITE SCAN IMAGE SECTION OF THE WEBSITE DIGITIZED OUTPUT SECTION OF THE WEBSITE	UPLOAD IMAGE SECTION ON THE WEBSITE OUTPUT SECTION	ALERT MESSAGE WILL DISPLAY OUTPUT SECTION OF WEBSITE	AS THE DIGITS RECOGNIZED ARE ACCURATE THE CLERK CAN APPROACH THE CUSTOMER WITH A BETTER VIEW.	FOR FUTURE REFERENCE OF ANY DIGITS, USER MAY HAPPILY APPROACH OUR WEBSITE.
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 RIGHT WEBSITE HELP ME TO IDENTIFY HANDWRITTEN DIGITS HELP ME TO AVOID WRONG RECOGNITION OF HANDWRITTEN DIGITS	HELP ME TO UPLOAD THE IMAGE HELP ME TO RECOGNIZE THE DIGITS AFTER UPLOAD	HELP ME TO CHECK WHETHER THE UPLOADED IMAGE IS CORRECT OR NOT HELP ME TO FEEL CONFIDENT ABOUT RECOGNIZED DIGITS	TO USE THE EFFICIENT MODEL TO PREDICT THE MOST ACCURATE OUTPUT.	HELP ME TO SUGGEST OTHERS TO MAKE USE OF THE WEBSITE
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	IT'S PROVIDE THE DIGITS, WHEN ITS RECOGNIZE IT EASY AND FRINENDLY WEBSITE	EXCITEMENT FOR DIGIT TO GET CORRECT RECOGNITION OF DIGIT	THIS APPLICATION TENDS TO BE GOOD, SINCE THE DIGITS ABE RECOGNIZED CORRECTLY CORRECT RESULT	USERS CAN PREDICT DIGITS FROM BLURRED IMAGE TOO.	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	USER SOMETIMES UPLOAD WRONG IMAGES USER EXPRESS A BIT OF FEAR OF DIGITS TO BE RECOGNIZED CORRECTLY	USER MAY UPLOAD THE BLURRED IMAGES PEOPLE MIGHT FEEL DIFFICULT TO UPLOAD/ SCAN THE IMAGE	SOME USER ARE UNCLEAR WHILE UPLOADING OR SCANNING THE IMAGE PROCESSED USER FEEL PEER PRESSURE WHILE THE IMAGE IS BEING PROCESSED		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	COULD WE GET A MESSAGE WHEN WRONG IMAGES UPLOADED COULD WE GET A MESSAGE WHEN THE IMAGE IS RECOGNIZED CORRECTLY	IDENTIFICATION OF COMPLEX HANDWRITTING IS POSSIBLE. COULD WE GET ANY HELP DURING THE PROCESS	QUICK AND EFFICIENT RESULTS. HOW MIGHT WE KNOW THAT THE CUSTOMER FEELS GOOD AND SATISFIED?	COULD WE GET ANY HELP DURING THE PROCESS	CAN WE GET HISTORY OF RECOGNIZED DIGITS