



# Customer experience journey map

Utilize this framework to illustrate a significant scenario or process from beginning to end in order to better understand the demands, motivations, and challenges of your customers. When feasible, record and summarise your observations and conversations with actual individuals using this map rather than depending just on your gut feeling or presumptions.

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## Document an existing experience

Concentrate on a certain situation or procedure found in an already-available commodity or service. Write out the normal steps a person goes through in the Steps row, then elaborate in 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.

<div>SCENARIO</div> <div>Diagnosis, detection and treatment of diabetic retinopathy from fundal images</div>	<div></div> <div>Entice</div> <div>How does one first learn about this procedure?</div>	<div></div> <div>Enter</div> <div>What feelings do people have when the procedure starts?</div>	<div></div> <div>Engage</div> <div>What takes place at the crucial stages of the process?</div>	<div></div> <div>Exit</div> <div>What normally happens once the procedure is completed?</div>	<div></div> <div>Extend</div> <div>After the event is done, what happens?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>getting to know about the problem</div> <div>visiting websites regarding their issue</div> <div>blurry vision</div> <div>difficulty in perception</div>	<div>Anxiety</div> <div>worries about cost for treatment</div> <div>confusion</div> <div>getting used to the features available</div>	<div>Examination of the eye images</div> <div>initial assessments and diagnosis</div> <div>Consulting doctors</div> <div>precautionary steps</div>	<div>prescribing medicines for the patients</div> <div>thorough checking-up of eyes after treatment</div> <div>setting a date for the following examination</div> <div>gains vision back</div>	<div>Patient could get a call for feedback</div> <div>Patient is pleased with his newfound vision.</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>[Interaction with a person] Inquiring about the sickness from those who have already received treatment or asking friends or family about it</div> <div>[Interaction with a thing] taking retinal images and analysising the changes</div> <div>[Interaction in a place] They visit optometrist to check eye power</div>	<div>communicating the causes and effects of the treatment to the patients</div> <div>patients can engage with the doctors and clarify their doubts and confusions</div> <div>fear of undergoing treatment</div>	<div>confused about treatment procedure</div> <div>check results by uploading images on the site</div> <div>doctors discuss about the procedures to patients</div>	<div>the final result will be sent as a report to the patients</div> <div>should take medicines as prescribed</div> <div>patients will be asked to buy spectacles if they are prescribed by the doctor</div>	<div>doctors may ask the treated patients to share experience to other patients</div> <div>patients gain their vision after treatment</div>
<div></div> <div>Goals &amp; motivations</div> <div>What is the person's main objective or driving force at each stage? ("Help me," "Avoid me," or "Help me")</div>	<div>help people to avoid high risk of losing vision</div> <div>helps the patients to get rid of blurry vision</div> <div>by uploading images of eyes, result will be given instantly, no need to wait for long time</div>	<div>guides me to take necessary actions regarding health conditions</div> <div>increases confidence of patients</div> <div>finding best hospital for treatment</div>	<div>helps the patient to get registered in the database</div> <div>power check-up to be done periodically to avoid abnormal increase or decrease</div> <div>scanned images of eyes and retina will be taken</div>	<div>guides with dosage and time interval of medicines to be taken</div> <div>patients will be happy about their clear vision</div> <div>no fear of getting blind</div>	<div>creates awareness about diabetic retinopathy among people</div> <div>alerts about future diagnosis or next check-up</div>
<div></div> <div>Positive moments</div> <div>What actions are often joyful, fruitful, entertaining, inspiring, lovely, or exciting?</div>	<div>less time consuming procedure</div> <div>not a heavy technique</div> <div>user friendly and easily accessible</div>	<div>feels comfortable about the procedure</div> <div>gives accurate results about the diagnosis</div> <div>checking for the cost of treatment in various hospitals</div>	<div>hospital equipments are exceptional in quality</div> <div>early detection prevents loss of vision</div> <div>no need of regular visits</div>	<div>happy about getting eye sight back</div> <div>regular check up of eyes and diabetes</div> <div>taking care of eyes and health</div>	<div>share the experience with other patients</div> <div>feels happy and comfortable about regain</div>
<div></div> <div>Negative moments</div> <div>What actions would a normal person find difficult, annoying, upsetting, expensive, or time-consuming?</div>	<div>viewing some bad experiences make the patients worry about the procedure</div> <div>Incorrect exposure to fault sites</div> <div>feeling disturbed at workplace due to diabetic retinopathy</div>	<div>blindness themed OCD</div> <div>anxious about future health issues</div> <div>if images not updated periodically, it may lead to fault diagnosis</div>	<div>search of diagnosis centres and labs would be difficult</div> <div>sometimes the cost would be expensive</div> <div>gets nervous by looking into other patients pain</div>	<div>might feel a change in the power of eye</div> <div>some people might get negative results</div> <div>anxiety even after treatment</div>	<div>may cause confusion among patients if wrongly diagnosed</div> <div>might feel uncomfortable to share their experience</div>
<div></div> <div>Areas of opportunity</div> <div>How can we improve each step? What concepts exist? What advice have others offered?</div>	<div>advertising people about the treatment for diabetic retinopathy</div> <div>arranging medical camps at minimal cost</div>	<div>explaining the procedure in a simpler way</div> <div>spreading awareness about procedures through social media</div>	<div>collecting feedbacks of treated patients</div> <div>making patients comfortable while doing retinopathy</div>	<div>availability of medicines to be checked time to time.</div> <div>providing spectacles in a good quality</div>	<div>to create more awareness among diabetic patients</div> <div>making people check their eyes regularly and advising them to keep their diabetes under control</div>

