

Customer experience journey map

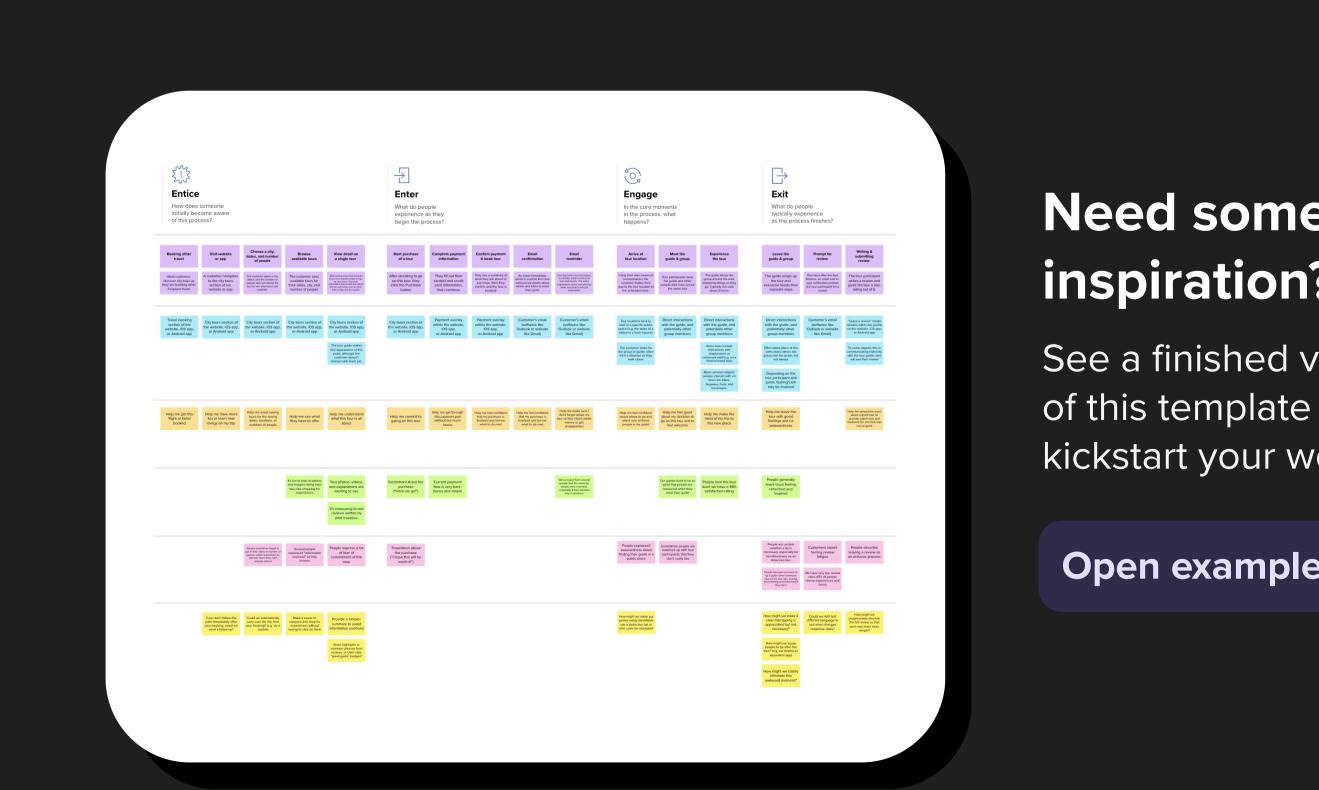
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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 wit

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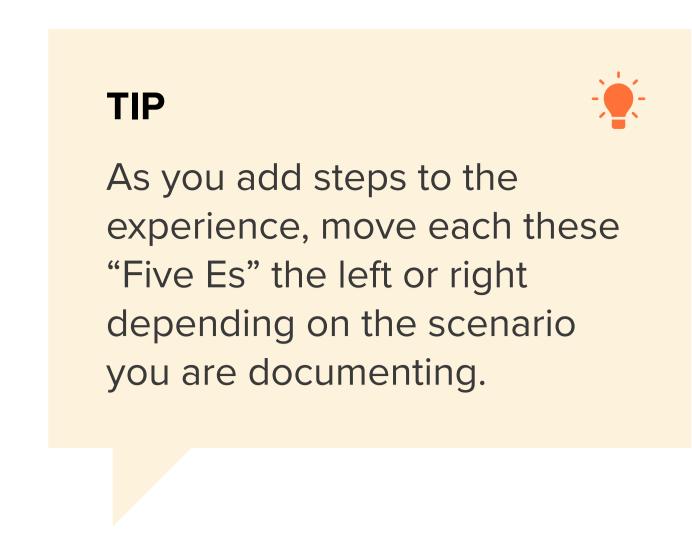
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Document an existing experience

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.



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?	checking for updates a person during checking for any recently available technologies for deaf or dump people searching for solutions deaf people who are not able to speak checks for the updates for technology that helps them to communicate	starting thier usage finding difficulties as they begin to start the usage, they start experiencing the advanced features of this application as they start to use the application they start to find the errors or some discomfort in handling the application as they start to use the application describing what someone typically experiences during this step]	start using the with the app using CNN and that application converts them into voice contents that are available for engaging the people continuously from the app the get familiar with place it.	they get certain upldatuons in the application as they use the app continously they also get the steps that to be handled during new versions of the application	if they need any extension they will add any advanced feature of the app
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?	they keep interacting with technically strong and engineering stdents they go for placce swho provide the information or machines that helps deaf people they try to create new things by thier intuition	during usage they interact with the mentors who help for their better usage of the app after getting clear they try to explain things to deaf and dump people like them	using this app they can communicate with each other and with the normal people they make communication much more easier and does not have the feel of disability	after usage they sugest this type of apps to neraby friends	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	during this step the motivation of the person is to find a better technology	the motivation of the people during this session is to understand the application to get to knnow about the information of the project	to experience the advanced features of the application and make use of the system efficiently	they have a desire to share this to their friends	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	they will get several information related to advanced technology during searching the application	they will come to know about the features and start using the benefits of the applications	they will enjoy the advanced feature of the application and forgot their disabilities	they will do good thing to their friends by suggesting this to others	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	they get more information which will get them confused	they may get disappointed due to the usage	they may even get addicted to this type of applications	this app may be not usable for their friends and they may get disappointed	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	they get good ideas and informations regaring advanced technologies they get more suggestions from different people	they have an idea of using and good things application	making use for this advancement may make the person more satisfied and happy	they have such a better experience good enough to teaching this to their friends	

