

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.

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







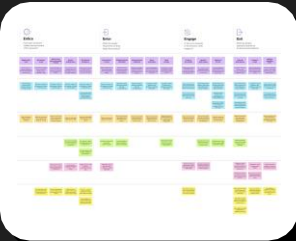
Document an existing experience

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.

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	 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?	<div>Tracking users diet</div> <div>Maintaining users calorie value</div> <div>Customer can able to keep track of their diet</div> <div>Customers can maintain their calories.</div>	<div>Optimized and simple UI</div> <div>customers can experience a interactive user ineiface</div>	<div>Enter their details</div> <div>Upload image</div> <div>View results</div>	<div>View their calorie value</div>	<div>Maintaining users diet</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Interaction with other users</div> <div>Interaction with dieticians</div>	<div>Interacting with web page</div> <div>Interacting with login and registration page</div>	<div>Customers interact with UI to know about their nutritional value</div> <div>Customers will engage with the software</div>	<div>People interact with the server and get the valid result</div>	<div>Customers will follow the diet and lead a healthy life</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me improve my health</div> <div>help me avoid eating junk foods</div>	<div>Give suggestions to maintain my diet</div> <div>Help me to know the cdiet properly</div>	<div>Help me to know to calories count in food</div> <div>Help me assist in learning the nutritional content of the food</div> <div>Give proper diet suggestions</div>	<div>Help me get an idea of my daily food consumption</div> <div>Get information on his daily dietary intake</div>	<div>Help customers to assist how much calories they intake on daily basis</div> <div>Help them maintain the diet properly to lead a healthy life</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Customer feel more interested if they interact with other users</div>	<div>Customers enjoy the simple and optimized user interface</div>	<div>Customer feels happy if he maintains a healthy diet</div> <div>Customer gets motivated if he eats low calorie food</div> <div>He feels delightful to get a proper nutritional assistance</div>	<div>Customer gets motivated if he find changes in his body condition</div> <div>He enjoys the change in his lifestyle</div>	<div>Customer feels delighted when he is better with his physic.</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Customer feels disappointed if it not much interactive</div> <div>He feels costly if the cost to use that application is high</div>	<div>Customers gets confused and frustrated if the user interface is not simple</div> <div>Users don't like to use the application if it is very difficult to use</div>	<div>Users find it helpless if the calorie value is not accurate</div> <div>They get disappointed if they don't see change in their body condition</div>	<div>Customers get unsatsified if they get wrong diet suggestions</div> <div>They feel bored if they get the same recipes</div>	<div>Customer feel frustrated if he doesn't see change in his health due to incorrect prediction</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Easy accessibility to all users</div> <div>Low cost</div>	<div>Simple user friendly Interface</div> <div>Easy to navigate through the site</div>	<div>Provide high nutrition diet</div> <div>Correct estimation of calories</div> <div>Accurate nutrition processing of the image</div>	<div>Customizable meal plan for an individual</div> <div>Balanced diet plan</div>	<div>Suggest proper exercise to reduce weight</div> <div>Allow to communicate with other users</div>



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