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## Document an existing experience

**TIP**

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

##### 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.

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

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

#### Steps

What does the person (or group) typically experience?

#### 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?

## Entice

How does someone initially become aware of this process?

**Location of the child is updated periodically.**

**Design an application for usage by parents to ensure the child's safety/**

Frequent monitoring.

## Enter

What do people experience as they begin the process?

**To establish a geofence around the child.**

**Use of GPS technology to monitor the child and send a notifcation if the child crosses the geofence.**

## Engage

In the core moments in the process, what happens?

**The location of child is updated to the parents frequently.**

## Exit

What do people typically experience

as the process finishes?

**Constantly analyze and review the application**

The application sends a

# notification stating the

location of the child and

# the parent can make use

of it and find the child.

## Extend

What happens after the experience is over?

**The application will send a notification and alert the parents**

The location verifcation

### and constant monitoring is

turned off when GPS cuts

### or internet isnt availble

from the device user side.

#### Goals & motivations

Interact with the parent or guardian

The parents or the guardians requirements regarding the safety of the child are met.

Establish the geofence for the child safety.

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

Geofence location is sent.

The location is sent to the user .

Notifies when child crosses geofence.

#### Positive moments

The caretakers will get their child back

Upon finally detecting the location of the child finally the parent willn't be tensed and stay relaxed.

Frequent updates and bug fixes.

Tracking of child's location is very useful in determining the child's spot.

When a missing child is found

Ensure the child safety and take care of child.

Prevent child from going missing

The people who use the application will have to click on the monitor feature to begin monitoring the child.

Monitoring child

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

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#### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People find the process to be a little hassle as it is a long process.

Application not available or accessible due to server issues.

Sometimes due to GPS issues some guardians or caretakers mayn't be able to track the child's location due to various issues.

Constantly tracks chil's activites that uses internet to show where the child is using the application.Constant internet connectivity is required.

Filling many details is a difficult process.



**Template**

#### Areas of opportunity

As the process end people will find means to get back their child.

Push a notification when child leaves the geofence.

When the guardian is absent.

Constantly and frequently update the child's location.

At times when there is nobody around the child or when no one is there to ensure safety of child.

Another method other than pushing notification is sending an alert message or a call.

How might we make each step better? What ideas do we have?

What have others suggested?