

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.



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.

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

Created in partnership with Product School	ool	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?	Real- time communication process Visit app Choose a category Browse a available languages View detail A customer find the right way to learn the sign language and easy to understand. The customer types a signs and gesture The customer types a signs and gesture The customer sees a available languages to understand easily	[caption describing what someone typically experiences during this step]			The video also contain the about the explained words.
	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?	Sign language easy acessible mobile app for download. Sign language easy acessible			It also has advanced level words for job application.	
Share template feedback	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	We makes learning of sign languages easy to understand. so we can improve for all sign language and reach out deaf more easily They aim to make a lasting impact on the future	The oppurtunity for all to learn sign language and therby reach out the deaf more easily.			
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The navigate app can be used both by adults and children		Very useful app for learning a sign language	The words are sub grouped into categories.	people really like the communication.
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	nothing is negative moments.		This is not easy for all the catch up on the signinng speed.	Other than that it is one of the best app for begining.	the speed of videos.
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	very helpful for new comers to learn the language.				