

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.

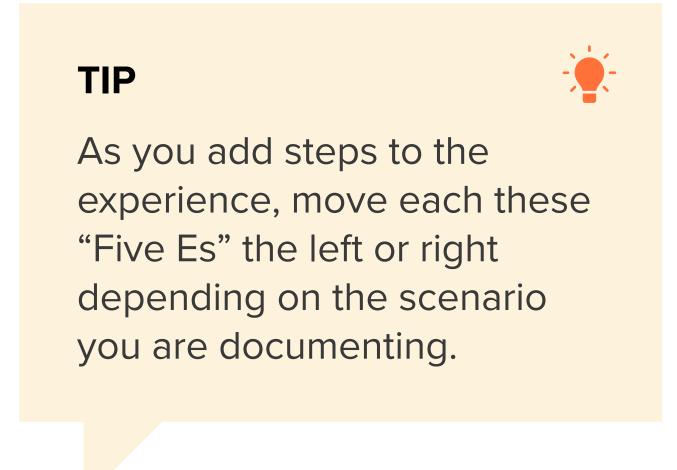
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Document an existing experience

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.



Phase What are the high-level phases across the customer journey?	Awareness	Consideration	Decision	Service
Customer action?What are the actions taken by the customer	To publish ad in other website	Comparing the application to be good	To donate and request plasma	User can use chatbot
Touchpoints What channels does the customer use to reach you?	Google search,social media,hospital suggestion	Website should be secured and save money	The user can search nearest location	Phone, website and hospital
Customer Requirement What attitude or emotion does the journey	Frustrated	Curious	Excited	Frustrated
Business goals What are the steps taken internally to support the customer behaviour	Website must be popular	Increase website visitors ,app feature	Increase scalibility and efficiency	increase customer service satisfication using chatbot

