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.
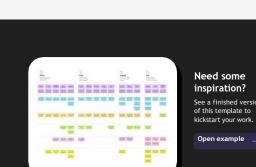
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Document an existing experience

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.

Hand Sign Recognition:

A GESTURE - BASED TOOL FOR STERILE BROWSING OF RADIOLOGY IDEATIONS IMAGES
TEAM ID – PNT2022TMID04639

SCENARIO

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

	Entice			Enter			Engage			Exit			Extend		
	How does someone initially become aware of this process?			What do people experience as they begin the process?			In the core moments in the process, what happens?			What do people typically experience as the process finishes?			What happens after the experience is over?		
Steps — What does the person (or group) typically experience?	Through Social Media	Discus with friends	Excitement search	Web Application	Checking features	Understand	Apply	Realize the features	Learn more related	Wants to engage and discuss	Recomendation	Review	Uses of it	Suggestions	Through Social Media
	Randomly while surfing user will come across or recommendation	While having a conversation with friends user will discus	Now with curiosity user will search on internet	With curiosity user will enter the web App	With curiosity user will go through and learn	Now user will know the feature and understand the work flow	User will try to use it at least for once	User will realize the features and uses it regularly	User will understand the applications where it can use	User will engage and try to discuss	Now user will recommend through social media	User will comment it and give suggestion	The user thinks about the usage of the application to his community	The user tries to give some feedback/ suggestions for new features that can be added to the application	Through Social Media
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?	People	Places	Things	People	Places	Things	People	Places	Things	People	Places	Things	People	Places	Things
	Sees link or post or message	Social media platform	Mobiles, Tabs, Laptops, Desktop	With an interactive Interface	At amazing web App	Mobiles, Tabs, Laptops, Desktop	Changing the hand signs into text	At the Processing page	Mobiles, Tabs, Laptops, Desktop	The End Result	Sees the text that converted from image	Mobiles, Tabs, Laptops, Desktop	Comment Page	At the comment or suggestion page	Mobiles, Tabs, Laptops, Desktop
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me to find something new	Help me avoid useless content		Help me to surf on your site	Help me avoid lost in path		Help me to change my hand sign into text	Help me to learn the basic hand signs		Help me to use it efficiently	Help me to suggest to others		Help me to learn more about hand geastures	User will help his or her friend	
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User gets excitement about some thing new	Wants to pay a visit with curiosity		Gets an amazing user interface	Feels user interface as friendly		Trying something new (hand sign recognitions)	Feels astonished about the work flow		Wants visit again	Gives good review and suggestions		Feel to suggest to the friends	Feels fulfilled	
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Should i believe this recommendation	What if is unreal		Will it cost	If then What it cost		User will get angry when they don't know the basic hand sign	How long it would it take		Where should i learn the hand signs	User gives suggestions to negatives he faced		Discuss with friends the prob he faced	Gives thought about his feeling towards web app	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Try to aware of this software in more efficient way	Gives them a hope to believe us		To provide a tour option to new users	Teach them the basic hand signs		Try to make it in real time	Reduces the time consumption		Improvise the overall performance	Make the users to feel satisfied		To get the feedbacks and try to improve those	Make the process easier	

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example