


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

 **Product School**

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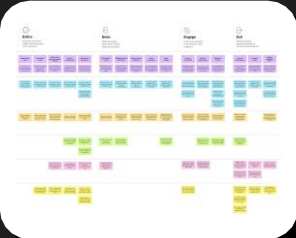
Document an existing experience

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.

| <div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div> | <div><div>Entice</div><div>How does someone initially become aware of this process?</div></div> | <div><div>Enter</div><div>What do people experience as they begin the process?</div></div> | <div><div>Engage</div><div>In the core moments in the process, what happens?</div></div> | <div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div> | <div><div>Extend</div><div>What happens after the experience is over?</div></div> |
|--|--|---|---|--|--|
| <div><div>Steps</div><div>What does the person (or group) typically experience?</div></div> | <div><div>Checking for updates</div><div>A person checking for any recently available technologies for deaf or dumb people</div></div> <div><div>Searching for solutions</div><div>Deaf people who are not able to speak check for the updates for technology that helps them to communicate</div></div> | <div><div>Starting their usage</div><div>As they begin to start the usage, they start experiencing the advanced features of this application</div></div> <div><div>Finding difficulties</div><div>As they start to use the application, they start to find the errors or some difficulties in handling the application</div></div> <div><div>Find solution</div><div>They finally come to know about the application and use it in a comfortable manner</div></div> | <div><div>Start using the application whenever needed</div><div>As they start to use, they use the features that are available for engaging the people</div></div> <div><div>They communicate with the app using Chat and that converts them into voice</div><div>Good interaction between the user and the application takes place</div></div> <div><div>As they come to know about the app, they start using the advanced features of this app often</div><div>As they get benefited continuously from the app, they get familiar with it</div></div> | <div><div>They get certain updates in the application as they use the app continuously</div></div> <div><div>They also get knowledge about the steps that to be taken during new versions of the application</div></div> | <div><div>If they need any extension, they will suggest any advanced feature in the app</div></div> |
| <div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div></div> | <div><div>They keep interacting with technically strong people</div></div> <div><div>They go for places which provide the information or machines that helps deaf people</div></div> <div><div>They try to create new things by their intuition</div></div> | <div><div>During usage, they interact with the mentors who help for their better usage of the app</div></div> <div><div>After getting clear, they try to explain things to deaf and dumb people like them</div></div> | <div><div>Using this app, they can communicate with each other and with the normal people</div></div> <div><div>They make communication much more easier and does not eliminate the fear of disability</div></div> | <div><div>After usage, they suggest this type of apps to nearby friends</div></div> | |
| <div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div> | <div><div>During this step, the motivation of the person is to find a better technological facility</div></div> | <div><div>The motivation of the people during this session is to understand the application</div></div> <div><div>To get to know the information of the project</div></div> | <div><div>To experience the advanced features of the application and make use of the system efficiently</div></div> | <div><div>They have a desire to share this to their companion</div></div> | |
| <div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div> | <div><div>They will get several information related to advanced technology during the working process of the application</div></div> | <div><div>They will come to know about the features and start utilizing the benefits of the application</div></div> | <div><div>They will enjoy the advanced features of the application and forget about their disabilities</div></div> | <div><div>They try to do good to their friends by suggesting this application to them</div></div> | |
| <div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div> | <div><div>They get more information which will get them confused</div></div> | <div><div>They may get disappointed due to its limited facilities</div></div> | <div><div>They may even get addicted to this type of applications</div></div> | <div><div>This app may not be usable for their friends and they may get disappointed</div></div> | |
| <div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div> | <div><div>They get good ideas and information regarding advanced technologies</div></div> <div><div>They get more suggestions from different people</div></div> | <div><div>They may have an idea of using the application for good deeds</div></div> | <div><div>Making use for this advancement may make the person more satisfied and etared</div></div> | <div><div>They have such a better experience enough to teach this to their friends</div></div> | |



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