

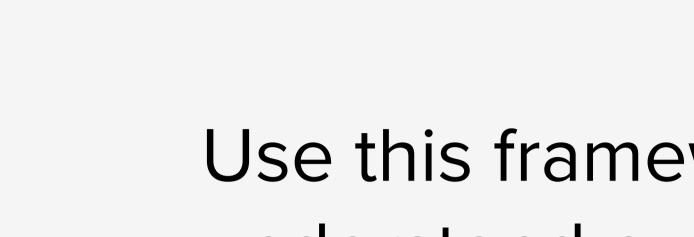
# Customer

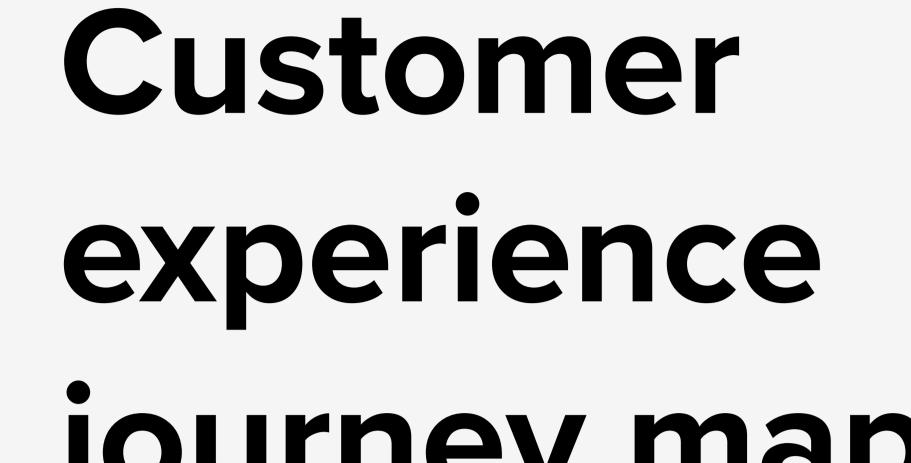
Use this framework to better on your hunches or assumptions.



# Journey map

Created in partnership with





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





### 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.

**SCENARIO** 

Browsing, booking,

attending, and rating a

local city tour

What does the person (or group)

typically experience?

Interactions

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

**Goals & motivations** 

**Positive moments** 

**Negative moments** 

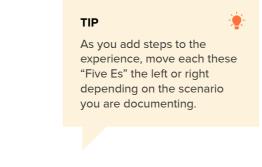
costly, or time-consuming?

find enjoyable, productive, fun,

motivating, delightful, or exciting?

What steps does a typical person find frustrating, confusing, angering,

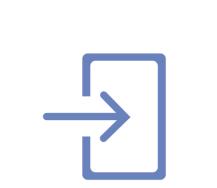
At each step, what is a person's



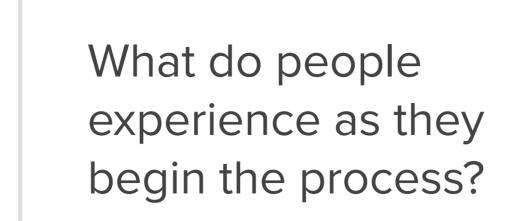
# **Entice**

How does someone initially become aware of this process?

User can visit the website from google



## **Enter**



If user already completed the registeration they must login to enter the application

the second page will ask to enter the mobile or email and password.



## Engage

In the core moments in the process, what happens?

User can see logo of

after scaning process,application will get open.

page will ask some permission to the user to get acess



## **Exit**

What do people typically experience as the process finishes?

vault to stop the leakage and rectify it

After 2 - 3 hours, send the full details data of the review which had been going in while detecting the leakage through mail

Finally, completing the issue.

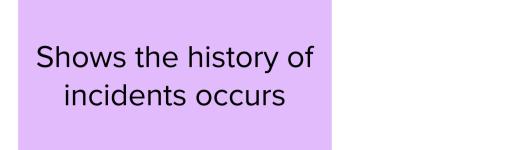
User can add their problem statement of how the leakage

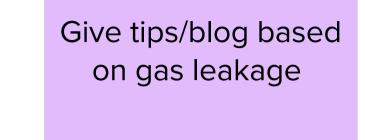
occur in their comment section for future reference.

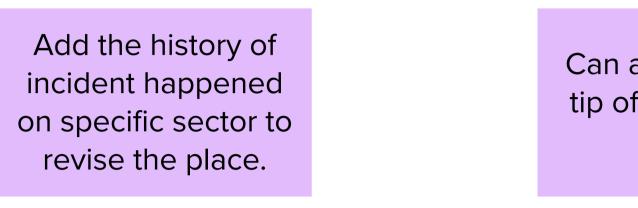


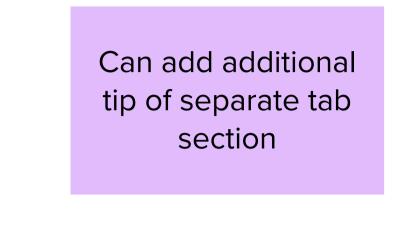
### **Extend**

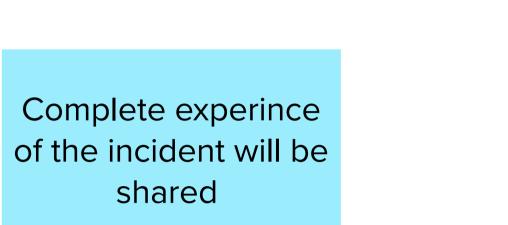
What happens after the experience is over?

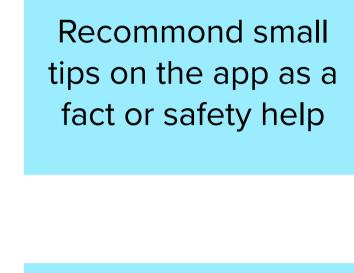


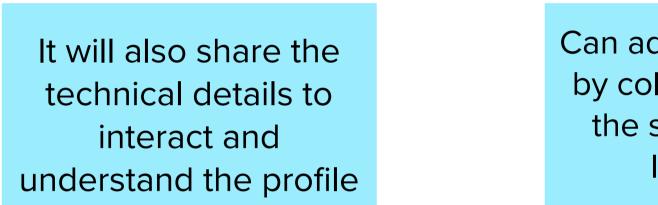




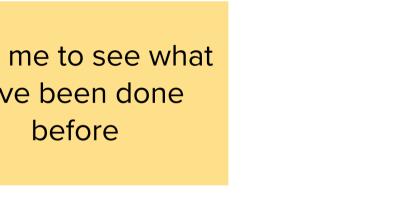


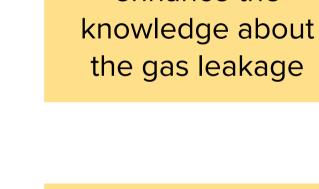


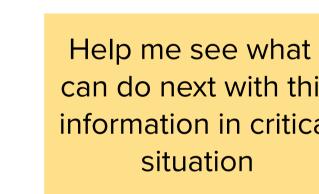


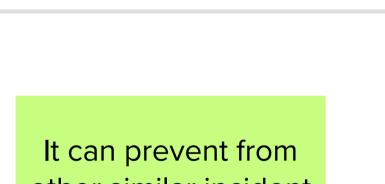


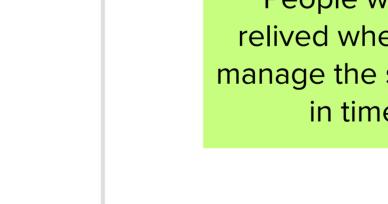


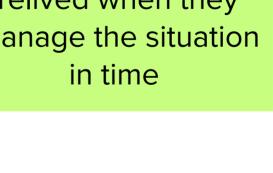


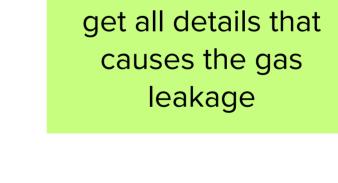


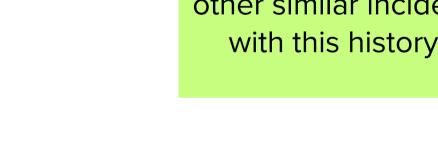






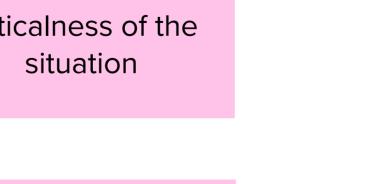






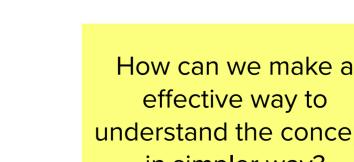


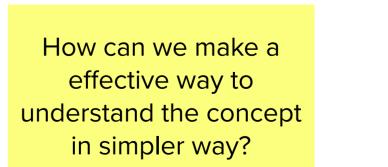


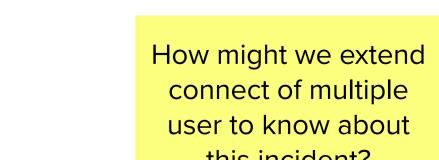














better? What ideas do we have? What have others suggested?

