Template

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.

TIP

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

Steps
What does the person (or group) typically experience?

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?

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

	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	**Step(1) Awareness** When the project has been published, the public should be given with proper information or awareness about the project. **Step(2) Project** The awareness should make people to know well about project and it will help public to make the best use of that project.	**Step(3) Initiating the poject** While people start to experience the project for the first time, they may start to face some issues where can be rectified using proper system. **Step(4) Facing the issues** People may face issues in internet connectivity and time delay in collection of waste.	The core moments includes the the sensor activities and the cloud server. the people may not experience difficulty most of the time as the the system is efficient. Next would be waste detection and collection in a scheduled time within the city in trucks. So, people can communicate to truck drivers in case of emergency.	People may experience their surrounds neat, clean and hygienic. They can breath fresh. They may feel that that is an easy way of disposal. Time consuming one and waste management can be efficiently done.	The people may get used to it and feel that this system is useful, then they tend to use that in their day today life. People may experience their surrounds neat, clean and hygienic. They can breath fresh.
Interactions	Interaction with every person may not be possible always, may be we can get queries from people individually if any problem occure. Interaction with a place includes location sharing and timely collection of garbage wastes in the city. Interaction with thing is very important entity because the system may fail anytime and so, proper internet facility and cloud connected database is needed.	Sometimes the people may face lack of internet connectivity where the connect may get lost. Correct fixed places for bin's is needed with proper monitoring. So, that confusion over places can be avoided. If the waste things is not taken up on time ,the query message can be sent to admin through website.	As already discussed, the sensor and cloud processors can be monitored by admin and o0 admins of the project. Place and location can be monitored by sensors, admin officials and by truck drivers. Garbage collection and detection can be monitored my sensors.	People may feel the project is more useful and eco friendly while are are experiencing them. They people may feel the environment is neat and clean.	People may experience their surrounds neat, clean and hygienic. They can breath fresh. Government recommend this kind of system for other kind of metropolitan cities too.
Goals & motivations	**Step (1)** The person /public need to get aware of the system by getting educated. **Step (2)** The people may get motivated and get aware of things about the system.	To minimize waste production. Ensuring right garbage managing practices ultimately helps us to maintain the rehtar generations. The 3 R's of waste management Reduce, Reuse, Recycle may help people when they begin their process.	The core processors may motivate an environment towards updated technology. The core processors may make the process simple and reliable.	They become used to it and the separation of waste may help people in a easier way to dispose their waste. If people may tent to experience any issue regarding waste disposal sometimes while on process.	People may feel that the system' project is useful. People may fell pollution free environment.
Positive moments	A clean environment provides happiness and excitement in people's mind as they breath fresh oxygenated air. The motivation factor here is time consumption, as they can take care of the other works and teaches a healthy environment for next generation.	They feel motivated and excited while begin the process. They feel that the process is time consuming and efficient.	Waste imacts the environment indirectly So, this can be addressed in a positive way by planning things. Waste also represents an economic loss and burden to our society, so, the core processors should be designed impactfully.	As the process finishes, the amount of waste we generate is closely linked to our consumption and production patterns. Also, demographic changes, like an increase in number of one-person households may influence system which can be compensated by proper planning.	As an out come, air pollution, climate change, soil and water contamination may be reduced. Poor waste management may caused due to poor system configuration.
Negative moments	Illiteracy in the system design and process may lead to waste of the whole system. Negative should be made positive in a better way to make the system efficient.	The diseases carrying mosquitoes now spread sickness and death among the living population, this happens due to improper disposal of waste. This also causes significant harm to marine and wildlife when we dump wastes in sea and sea sores.	Waste imacts the environment indirectly as well even though that people are aware of the system. Disease spreading can be addressed by bacteria detecting sensors, then we can take actions accordingly.	When process finishes still some confusions will be there in system and so, that should be addressed in a proper timing. Also, demographic changes, like an increase in number of one-person households may affect the amount of waste we generate.	Pollution may become a major cause which makes the system even collapse. Improper management of system may make the projects' implementation less efficient.
Areas of opportunity	Simple ,the idea what i suggest is to create an efficient system with proper garbage monitoring. At the beginning, all others will say that the system is new us, the cost and design will not be good. But, after experiencing all will realize the real means of the system.	At the very beginning people may tend to face some issue. But ,the remedies are ready to rectify the problem. When people start to do the process, they may used to it and they will start loving it. No one will say no for clean and neat environment.	The core idea includes innovative sensors, GPS monitoring systems, bacteria sensing and cloud networking. Other process comes under proper management of project system.	People do experience the full efficiency of the system and the system's flexibility. People fell that the system is useful and recommend that system to other metropolitan cities too.	People may experience their surrounds neat, clean and hygienic. They can breath fresh. Surely, this system provides the better solution of waste disposal to make better tomorrow.

Need some inspiration?

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