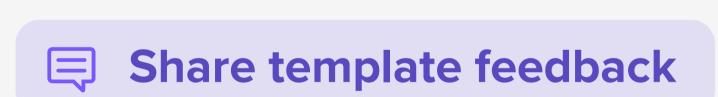


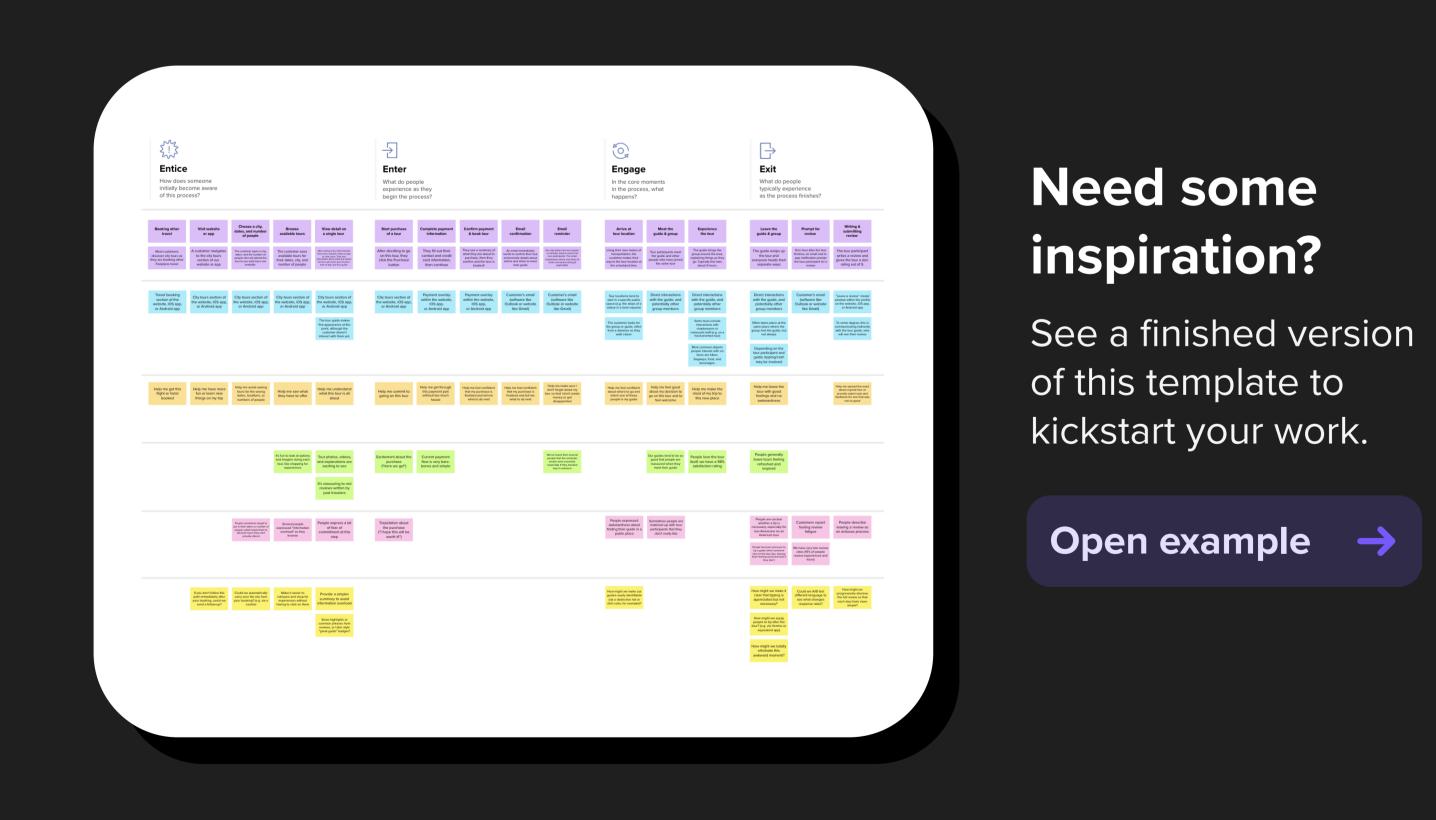
Customer experience journey map

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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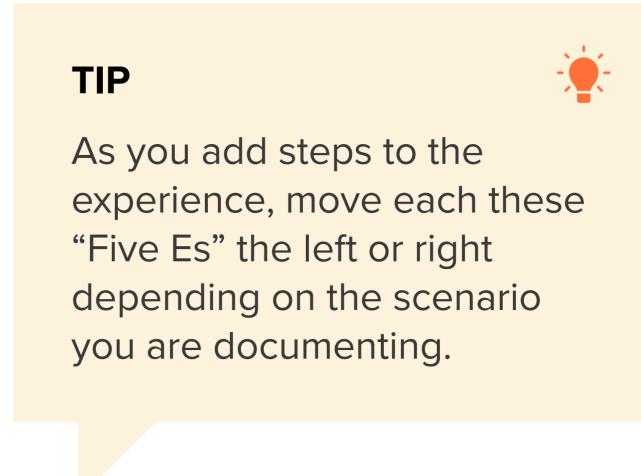






Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Looking for hardware parts of aircraft engine Most agencies discover this website when searching for engine spare parts Visit website Visit website Agencies looks into the needed input values Customer enters the required sensor data	With the help of the sensor data the customer can gain knowledge of the threshold value	Working principle Agencies check whether the engine is working or not	Leave the website After the sensor data are obtained, the customer will be satisfied	Personalized recommendation After experiencing our user friendly website the customer can share information with their colleagues
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?	Search for the spare parts are in the respective website Customer would use the sensor data			Interaction with the user	Recommendation span across the website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to find websites for engine spare parts Help me to get the needed inputs for the agency	Helps to get the threshold value	Helps to find the working of engine	Help to leave the website with good feelings and satisfaction	Help me to suggest others to make use of the website
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is productive for the customer to find the engine spare parts It excites the customer when they get the needed inputs	It is productive to get the threshold value	It is productive to find whether the engine is in good condition	Customer while leaving the website feel delighted	We think customers like these recommendation because they are satisfied
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Several people expressed "Information overload" when they browse	It is frustrating to enter the sensor data	It is frustrating to know that the engine is not working		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Could we get a message when the required sensor data are present	Could we enter the sensor data automatically		Can we get the history of sensors	How might we know that the customers feel good and satisfied?