

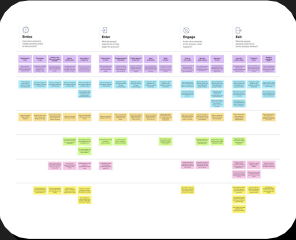


# Customer experience journey map

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	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?
<b>Steps</b> What does the person (or group) typically experience?	<div>Need for money</div> <div>The customer needs loan to fulfil their needs</div> <div>Search for lenders</div> <div>The customers search for potential lenders for money</div> <div>Ask opinion from people</div> <div>The customers ask opinion from people to know about the process of loan approval</div>	<div>Visiting bank</div> <div>The customer visit the banks to know details about the process of loan approval</div> <div>Uploading</div> <div>The customers upload the necessary documents</div>	<div>Document verification</div> <div>The documents uploaded by the customers will be verified</div> <div>Loan credibility check</div> <div>The application will check if the customer is applicable to get loan</div> <div>Lenders will get notified</div> <div>The lenders will get notified if the user is credible</div>	<div>Loan approval/ rejection</div> <div>The loan will be approved or rejected according to the prediction made</div> <div>Agreement</div> <div>An agreement will be made between the customers and lenders</div>	<div>Payment of interest</div> <div>The customers have to pay their interest on time</div> <div>Fulfill their needs</div> <div>The customers needs will be fulfilled</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<div>Advertisements</div> <div>Through other customers</div> <div>Social media</div>	<div>Interaction with customer service</div> <div>Details given in the website</div>	<div>Interaction with lender</div> <div>The model verifies the document</div> <div>Lender meets the applicant</div>	<div>Interaction with money lender to pay interest</div> <div>Interaction with the application</div>	<div>The customer will receive notifications regarding due dates of payments</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Getting more customers</div> <div>retaining the customers</div> <div>Provide necessary details to the users</div>	<div>Protecting customer details</div> <div>Providing easy to use interface</div>	<div>Fulfill user requirements</div> <div>Fast prediction</div> <div>Minimize risk</div> <div>Giving accurate prediction</div>	<div>Making customer pay their interest on time</div>	<div>Getting profit</div> <div>Positive user reviews</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Gaining trust of the customers</div>	<div>Easy to access the information</div> <div>Security of data is ensured</div>	<div>Time is saved</div> <div>Quick decision making</div>	<div>Money is saved</div> <div>Reducing threat to banks as well as customers</div>	<div>Customers giving recommendations to others</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>The information about the application not reaching the user</div> <div>People not knowing how to use the application</div>	<div>Not having necessary documents</div>	<div>Not giving accurate prediction</div> <div>Errors may occur</div> <div>Extra time may be taken by lenders to approve loan</div>	<div>Users not getting reminders on time</div>	<div>Users giving negative reviews</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Better marketing</div>	<div>Giving good insight to the customers</div>	<div>Using best prediction algorithm</div> <div>Eliminate unnecessary steps</div>	<div>Providing waays for customers to directly interact with lenders</div>	<div>Providing reward for suggesting the application to others</div>

