

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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







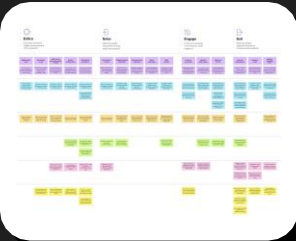
Document an existing experience

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.

A variety of dashboards are available to users

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?
 Steps What does the person (or group) typically experience?	<div>Login the website</div> <div>On boarding</div> <div>User Registration for new user</div> <div>User id and password are required to Login</div>	<div>Display of Information</div> <div>A variety of dashboards are available to users</div>	<div>An examination</div> <div>Profitable strategies can be analyzed and predicted by the user</div> <div>Provide me with User friendly</div> <div>Provide me with User friendly</div>	<div>We are pleased to welcome you</div> <div>Responses and Commentary</div> <div>Gratitude for users' participation in the visualization</div> <div>In order to determine the satisfaction of users, feedback forms are provided</div>	<div>A real-time view</div> <div>Utilizable</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Informative and very useful</div> <div>Social media and newspaper advertising</div>	<div>You can access free trial pages</div> <div>Login using your email account</div>	<div>Analysis can be performed and profit can be made by users</div> <div>Farmers are surveyed and the results are analyzed</div>	<div>Digitized farming experience</div> <div>Aware of farming knowledge</div>	<div>Any user can use it</div> <div>Concept for time saving</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>New technology causes users to fear loss</div>	<div>No difference between new and old system</div>	<div>Impossible</div> <div>Thought of it will price high and exceed budget</div>	<div>Distrusting its success</div> <div>Consumes loyalty of customers</div>	<div>Negative comments</div> <div>Waste of time</div> <div>Less performance</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div></div> <div></div>	<div>Login and registration made easy</div> <div>Increase customer</div>	<div>Implementing new features and policies</div> <div>Database updates</div>	<div>User Interface can be improvised</div>	<div>Improve crop production</div> <div>Improve Quality of crop</div>



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