

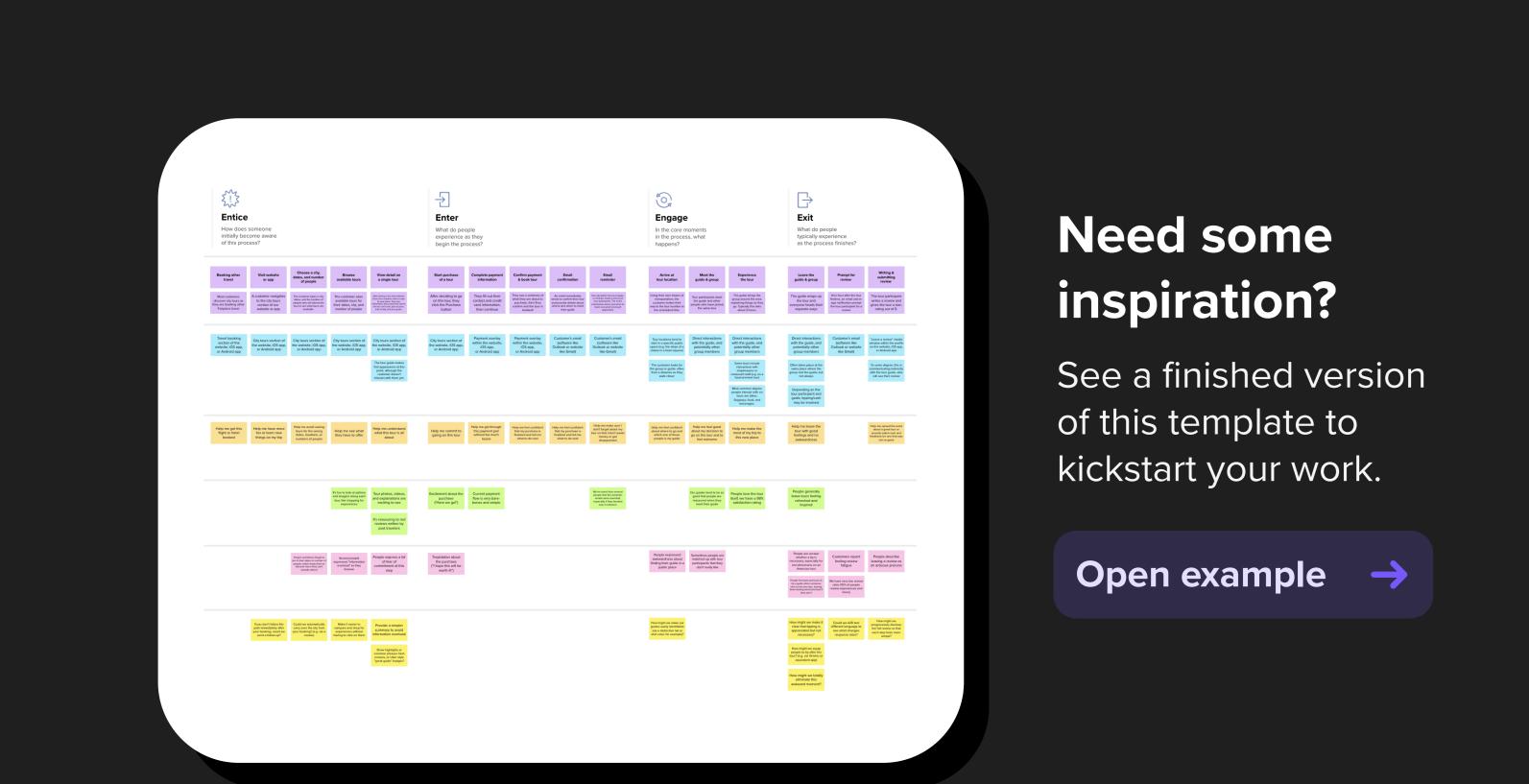
Customer experience journey map

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

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Document an existing experience

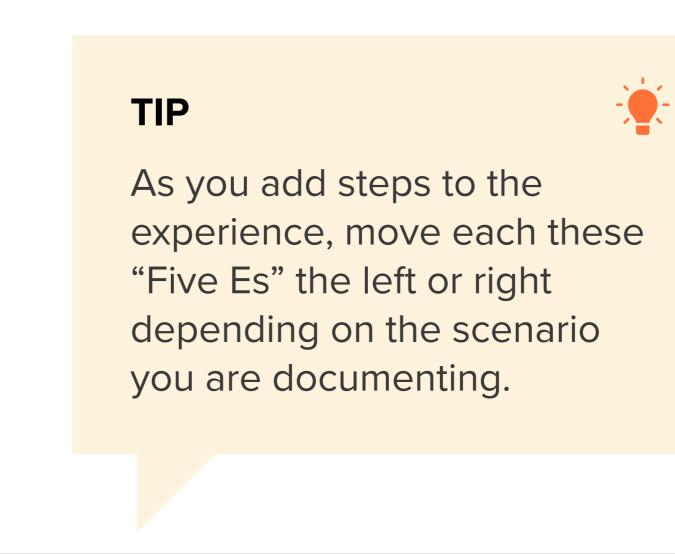
SCENARIO

Browsing, booking,

attending, and rating a

local city tour

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.



efnjf	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?	It Saves The Time And It Is Accessible 24/7 Chatbots Are Engaged With The Customers 24/7	chatbots Reduces The operational Costs Chatbots Deliver Error Free Service And Avoid Complications	Chatbots Enbles The Communication Chatbots Enables The Human And Machine Communication Chatbots Communicates Communicates Similarly To Instant Mesages	Chatbots Provides The Effective Communication Chatbots Can Attend To Customer Quries Throughout The Time	Chatbots Delivers 24/7 Automated Cutomers Chatbots Response Quickly
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?	Chatbots Should Be Effective And Easily Accessible To The Customers Chatbots Should Inform The Customers About Destinations	Customers Will Be Getting The Notifications Recommendations Can Be Made Through Travel Chatbot	It Sends The Recommendations On Places To Visit Chatbots Will Be Guiding The Customers Customers Will Be Knowing Of What Events They Can Attend	Chatbot Describes The Availability Of Customers Place To Visit Chatbots Helps In Making Quick Decisions By The Customer Customer	It Provides The Detailed Informtion About Journey Chatbots Provides Good Communication
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Chatbots Should Be Informative Chatbots Should Be Task Based	Chatbots Answers To Any Users Question Chatbots Should Be Effective In Giving Information	ChatBots Should Meet Customer Customer Customer Customer Ask Any Question To Customers Should Get Quick Responses Chatbot	Chatbots Customer Service Should Be Anytime There Shoud Be An Effective Communication	Chatbot Clarifies All Provides Human Quiries Information
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customers Feels Secure And Informative All Quries And Doubts Can Be Solved	Because Chatbot Provides Effective Communication Chatbots Holds Natural Conversation	Customer Can Have Access To Good Knowledge Chatbots Act As An Open Source Better Analysis Of Consumer Data	Inclusion Of Cost Savings Enhaces The Customer Sales	Chatbot Saves Great Deal Of Time Chatbot Clarifies All The Quiries Of Costumers
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Sometimes Chatbot Cannot Answer MutiPart Questions Chatbots Cant Make Decisions	Chatbots Cannot Understand Natural Language Chatbots Are Not Personalised	sometimes Chatbots Cannot Show Any Chatcots Undergo Limited Responses Chatbots Cannot Show Any Emotions If Needed Miunderstanding	Chatbots Are Expensive To Install Chatbots Have The Limited Functionality	Chatbots Have High Error Rate Chatbots Require Constant Maintance
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Chatbots Have Faster Consumer Consumer Service Chatbots Are Constantly Available	Chatbots Promotes Conversational Marketting Chatbot Solves Customer Quiries	Helps The Customer Customer Requests Consumers Can Get Engaged To Chatbots Chatbots Chatbots Chatbots Chatbots Chatbots	Chatbot Answers To Customer Instantly Chatbots Improves Customer Experience	Chatbots Are More Effective Chatbot Is The Best Lead Generation