

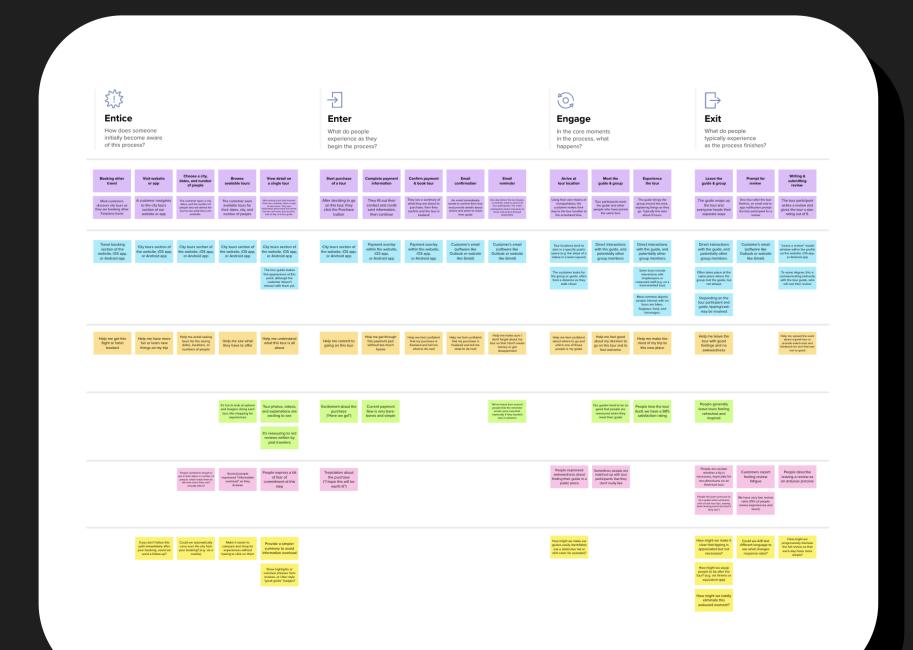
## Customer experience journey map

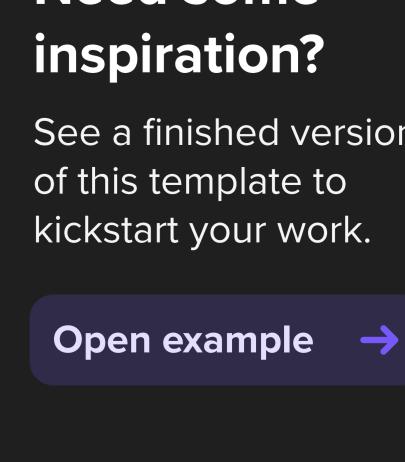
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership wi



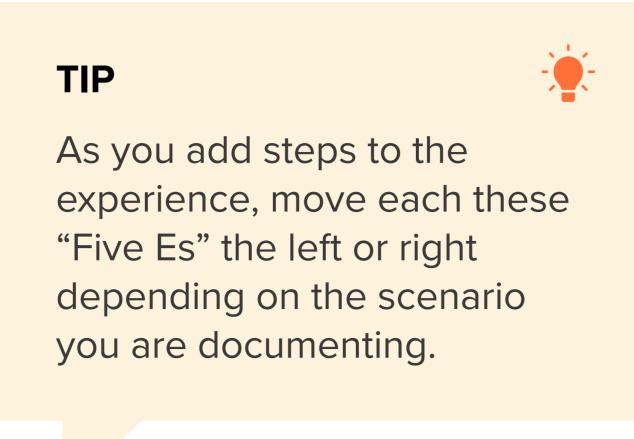
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## Document an existing experience

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?	Visit website  upload image  scan image  The customer navigates to the uploaded section  The customer has to upload the image if he/she has the soft copy of the image  The customer has to upload the image if he/she has the soft digits	start uploading/ Scanning image  Experience the output  If the customer wants to upload the image, he will upload it or else he will scan it  Experience the output  The customer will view the digitized output	Checks whether customer has uploaded the correct handwritten image  After checking the image  After checking the image, it will start processing the image  After successful recognition of digits the customer will be satisfied  After successful recognition of digits the customer will be satisfied.  After successful recognition of digits the customer will be satisfied, since they got their recognized digits correctly	After the correct recognition of digits, the customer will be satisfied	Personalized Recommendation  After experiencing our user friendly website, the customer can share information with their friends and neighbours
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?	Upload image section of the website  Scan image section of the website  Digitized output section of the website  website	Upload or scan image section of the website  Output section	Pop up message of website  Output section of website	Interaction with the banker	Recommendation span across 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 the right website  Help me to identify handwritten digits  Help me to avoid wrong recognition of handwritten digits	Help me to upload or scan the image  Help me to recognize the digits	Help me to check whether the uploaded image is correct or not  Help me to feel confident about recognized digits	Help me 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's excites when the digits are recognized correctly  It's productive when the digits are recognized fastly	Excitement for digit recognition  It's very essential to get correct recognition of digit	This application tends to be good, since the digits are recognized correctly  We get a satisfaction feeling after getting correct result	People while leaving the application feels delighted	We think people like these recommendations because they are satisfied
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes upload wrong images  People express a bit of fear of digits to be recognized correctly  People may upload the blurred images	People may upload the blurred images	Some people are unclear while uploading/scanning the images  People feel peer pressure while the image is being processed		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Could we get a error message when wrong images uploaded  Could we get a message when the images is recognized correctly	Could we get a image what we uploaded	Could we get any help during the process	Can we get history of recognized digits	How might we know that the customer feels good and satisfied?

