



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

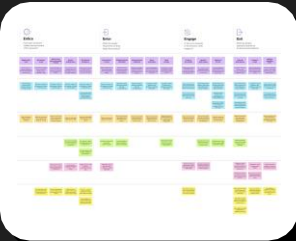
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Document an existing experience

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.

	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Getting information from the social media for</div> <div>Searching the new fashion cloth</div> <div>Watching review videos</div> <div>If the customer is satisfied then share with others</div> <div>Customers are interest with the current trend</div> <div>fashion related videos must be watched by the users</div>	<div>Home page</div> <div>chat bot</div> <div>Email reminder</div> <div>The home page have the what users generally need</div> <div>a chatbot at the welcome screen to navigate user can make decision to the valid recommendation</div> <div>After the ordering one day before the dress receive a reminder email is sent to the user</div>	<div>search</div> <div>Browse</div> <div>Select</div> <div>Order</div> <div>Delivery</div> <div>The user search for their needs or the chatbot recommend them to buy a product which are most commonly purchased</div> <div>the user browses for the variety of products , found the ideal one</div> <div>If the desired product is found then user can move to cart and for the further process</div> <div>user can order is the desired product option of the cash or cashless ,agree ,shopper ,payment and card ,etc...</div> <div>once before the delivery email will be sent to user ,delivering the order within the time</div>	<div>put Review and make picture</div> <div>Replace</div> <div>Reviews</div> <div>The user writes the review about that product and share with relations</div> <div>customer is not satisfied with the product have queries , they request refund or replace</div> <div>The user after they have experience with the product they give review and keep it with current trend for ordering new again and again</div>	
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>More discounts and offer to be provided to attract users</div> <div>Selection of products from recommended products</div> <div>On searching desired product and selection of quality of product</div>	<div>Watson assistant can help for the users easy navigation</div> <div>User interface attracting the users</div>	<div>Navigating process are so smooth</div> <div>Voice assistant used to show high recommendations of the products</div>	<div>The good UI experience</div>	<div>Privacy and security in this app</div> <div>User should feel the product is worth of money after buying the product</div> <div>More discounts and offer to be provided to attract users</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to see offer product</div> <div>Help me to low cost product</div> <div>Help me to get high quality cloth</div>	<div>Help me to search the desired cloth</div> <div>Help me to see new fashionable cloth</div> <div>Help me to get Online Payment</div>	<div>Help me to avoid the damaged cloth</div> <div>Help me to return product if i dislike the buy one</div>	<div>Feeling free to search more products</div>	<div>Attractive products are to make a user's interest</div> <div>Value for the money</div> <div>Offers and discounts are always there for the users</div> <div>Refreshing interfaces and interactive chatbot</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Having the positive feedbacks and recommendations about</div> <div>A smooth and adaptive UI that creates an</div> <div>Viewing the customers rating</div>	<div>clothes are more fashionable</div> <div>Customer are more satisfied with the</div> <div>Customer are more attract the product</div>	<div>They feel like low budget with high quality</div> <div>They interact the chatbot with easy communication</div>	<div>They love the dress feel like comfortable</div>	<div>They have self confidence to put new clothes</div> <div>The using of Watson assistant that can understand the needs of user</div> <div>Users can found products for their needs or the desired product</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Expected delivery data to long</div> <div>Receive the wrong cloth or the items</div> <div>Online payment issue are there sometimes</div>	<div>Sometimes cloth quality is low</div> <div>Cloth size Should not fit the user</div>	<div>Application navigation sometimes irritate</div> <div>Need the new mechanisms</div> <div>Delay delivery date and offer expire</div>	<div>More notifications are may be lead to users tension</div> <div>Sometimes offers are expired</div>	<div>Doesn't found fit size clothes</div> <div>Fear about the purchase that hoping this will be worth it</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Make its easier to buy</div> <div>If you like the products and store their products on wishlist</div>	<div>Cash on delivery</div> <div>Later we order the liked collections</div>	<div>How might to take all size Collections</div> <div>How might to if any user occur to contact the customer service</div> <div>More collections at one place</div>	<div>Experienced with new</div> <div>Enhancing the user experience</div>	<div>making design in</div> <div>Easy way to search</div>



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