

# 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

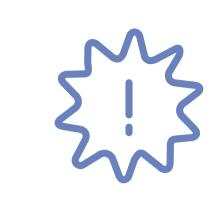
Product School





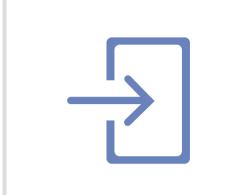
# Document an existing experience

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.



# **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?



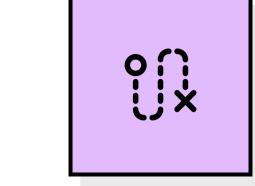
# Exit

What do people typically experience as the process finishes?



# Extend

What happens after the experience is over?



What does the person (or group) typically experience?

**SCENARIO** 

Browsing, booking,

attending, and rating a

local city tour

When we surf any websites they come Recommendation by across pop ups about this process

friends and family

register

Enter the scores in the required fields

After registering login into their account

As per the marks, we can see the prediction

Analyzing the list of colleges based on the cutoff

Predict our admission chances based on the scores provided

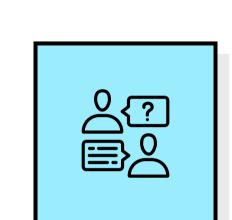
"Five Es" the left or right

They will have clarity in choosing the right college

Exploring new opportunities

Getting Feedback from the user

Seeking admissions in abroad colleges



#### Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?

**Goals & motivations** 

("Help me..." or "Help me avoid...")

What steps does a typical person

motivating, delightful, or exciting?

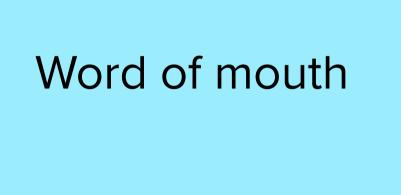
find enjoyable, productive, fun,

At each step, what is a person's

**Positive moments** 

primary goal or motivation?

Things: What digital touchpoints or physical objects would they use?



Help me to choose a

right college

by finding this

website

Surfing over the

from peer groups

Enter the code and and password and click login

Enter the scores in the required fields

Select the college from the list to know their joining possibility

Choose the stream in which they are

interested to pursue

If you have any queries, chat with admin

Share your ideas to improve

Last step is to click on Predict to know their

Help me to find better Help me in joining the

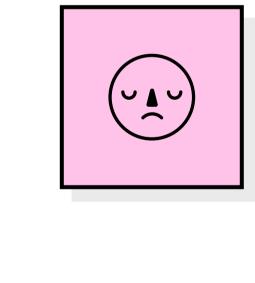
Help me to avoid admission in colleges

Rate your Experience

with this website

career

They gain trust by registering in this website



### **Negative moments**

What steps does a typical person find frustrating, confusing, angering,

They feel exhausted efficient website

reviews

verification code

provided

Facing server issues while using the

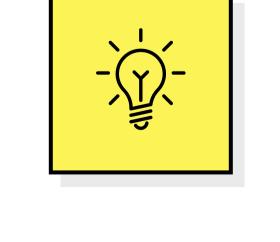
Disappointed when not being able to find the desired college

they are not satisfied with their prediction

when they get

Privacy of student

about the next step



# Areas of opportunity

How might we make each step What have others suggested?

