Template

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.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Going through the website awareness programs They will come to know about the device. creating an awareness about the safety measures among the parents and children	temperature of the child can be monitored location can be tracked the parent can monitor their childs temperature the location of the child can be tracked easily	by prior knowledge Technical description and manual	safety Tracking The parents feels that this device can lead to a safer community Tracking made easier	Privacy of the end user is protected scalability
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?	child safety childrens location can communicate to the bystanders in time of emergency	they can see the childs temperature humidity details of child to view the child location	child's location,temperature and humidity child's location can be tracked using GPRS module temperature and humidity can be monitored by sensors	interaction with child safety officers in case of emergency the parents can reach out to the child or alert the bystanders the sensors can be activated to alert the parents or child	The parent can reach out their child if they are nearby SMS alert can be sent
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	keeping the safety of their child help me monitor my child	help me avoid the dangers from my child helps to monitor the health	help me find temperature and location of my child help me avoid my child from dangers	children safety can be ensured ensure safety from stangers and other hazardous activities	encourage safe play working parents can leave their child alone without any fear
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	efficiency staying connected	working parents can monitor their childs health, location etc data is stored	SMS alerts can be sent to parents to safeguard the child buzzer alerts nearby bystanders	data accuracy SMS alert can be notified to the persons of authority	accessibility and mobility at anytime and anywhere easy availability
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	cost higher due to cyber attackers	data security concerns technical dificulties	data can be intermittent fake buzzers or alarm can be alerted	poor data quality capabilities are limited	unrealiable source to transfer information
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	the child safety can be ensured by this wearable device the wearable device can be sold out in local market	data can be stored in a safer platforms the location can be monitored by gps module the temperature can be monitored by temperature sensors	data stored in cloud can be compare with the previous value and alert the parents	the alert can be sent to parents a bright sos light along with buzzer alert the bystanders	selling the product to child care centre data can be stored in cloud

Need some inspiration?

See a finished version of this template to kickstart your work.

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