

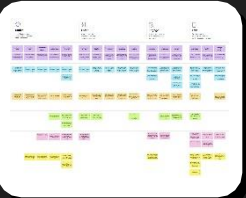


Customer experience journey map

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		Entice	Enter	Engage	Exit	Extend
Browsing, booking, validating, tracking and enjoying the journey						
	Steps What does the person (or group) typically experience?	<div>Search for an application</div> <div>Visiting an application</div> <div>Looking at the available sections</div> <div>Checking for the payment options</div> <div>Visiting the guided tour</div> <div>Searching an application for reserving a ticket</div> <div>Opening the application and checking for the requirements needed</div> <div>Seeking for the number of menus available</div> <div>Visiting the payment criteria</div> <div>Following the guided tour</div>	<div>Starting the booking process</div> <div>Payment process</div> <div>Confirming the payment</div> <div>Email message verification</div> <div>QR code generation</div> <div>Filling the details</div> <div>If payment is in online then providing all the card details</div> <div>Confirming the payment by checking the details provided</div> <div>After giving the details the email notification is checked</div> <div>Through email the qr code gets generated</div>	<div>QR code</div> <div>QR code is given as a reference for the passenger to continue their journey</div> <div>GPS tracker</div> <div>The latitude and longitude are provided for locating the place</div>	<div>Experience</div> <div>Happy</div> <div>Overwhelmed</div> <div>Useful</div>	<div>Communicating</div> <div>Communicate with their friends</div> <div>Make them use this application</div> <div>Provide better experience</div> <div>Ease of use</div>
	Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>About the reservation of ticket</div> <div>QR code being generated</div> <div>Tracking the location using GPS tracker</div> <div>Ease of journey</div> <div>Reliable</div>	<div>City tours section of the website, iOS app, or Android app</div> <div>Getting the QR code generated in the email</div> <div>Tracking the location using GPS tracker</div> <div>Searching the website</div> <div>Customer's email (Website like Gmail)</div>	<div>Requirements</div> <div>Scanning the QR code</div> <div>Tracking the location</div> <div>GPS tracker</div>	<div>Experiencing the journey</div> <div>Finest way</div> <div>Easier way to book the ticket</div>	<div>Unique id is provided</div> <div>Data's are confidential</div> <div>Details are stored in the database</div> <div>Easy process</div>
	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me provide easy way tobook a ticket</div> <div>Help me with a guided tour</div> <div>Help me aware about the booking throughout the process</div> <div>Easy way by providing the details</div> <div>Help me with>Email responses</div>	<div>Help me register my details</div> <div>Help me fill my required details</div> <div>Help me search and select the required information</div>	<div>Help me with the QR code</div> <div>Help me with a GPS</div>	<div>Help me continue my journey in a guided manner</div>	<div>Help me keep my details confidential</div> <div>Help me easily start the journey</div> <div>Help me throughout the journey</div>
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Easy way to book ticket</div> <div>Reliable to the users</div>	<div>No drawback</div> <div>Details are secured</div> <div>Fixes the requirements</div>	<div>QR code and tracker to get the details and find the location</div>	<div>Guided tour is available</div> <div>Vast way for following the safe journey</div>	<div>Frequent updates and suggestions for the user</div>
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Cost</div>	<div>Poor usage of the application</div> <div>Not satisfying the needs</div> <div>Seems to be a poor one</div>	<div>Lack of guiding in booking the ticket</div> <div>Poor user interface</div> <div>No such requirements which customer wish</div>	<div>When there is no facility in the app</div>	
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>By providing a safe and easy process</div>		<div>Provides a tracker and a QR code</div>	<div>Ease of usability</div> <div>Secured usage</div>	<div>Safest journey</div>



