




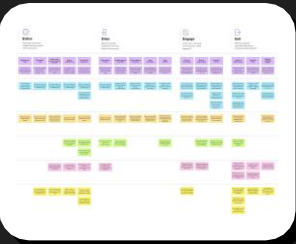
Customer experience journey map

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.

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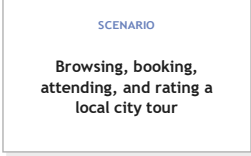













Document an existing experience

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.

<div><p>SCENARIO</p><p>Browsing, booking, attending, and rating a local city tour</p></div>	<div><p>Entice</p><p>How does someone initially become aware of this process?</p></div>	<div><p>Enter</p><p>What do people experience as they begin the process?</p></div>	<div><p>Engage</p><p>In the core moments in the process, what happens?</p></div>	<div><p>Exit</p><p>What do people typically experience as the process finishes?</p></div>	<div><p>Extend</p><p>What happens after the experience is over?</p></div>
<div><p>Steps</p><p>What does the person (or group) typically experience?</p></div>	<div><div>Visit website or App to search the products</div><div>View the Product Details in the Website.</div><div>Browse the product History.</div><div>Check the Availability of the Product.</div><div>Most of the Customer visit about the product details in the website or App.</div><div>The Customer will Check the product details in the Website.</div><div>The Product details can be searched by the Customers.</div><div>The Customers needs to check the quantity of the product .</div></div>	<div><div>Start purchase of the product.</div><div>Complete payment information</div><div>Message Reminder.</div><div>Confrm payment & book tour</div><div>Email confirmation</div></div>	<div><div>Product arrive location.</div><div>Customer contact details</div><div>Productb de:liverr details by email and messages.</div></div>	<div><div>Rating the product</div><div>Giving review for the product in the form of photos or videos.</div><div>Sharing the experience about the products and suggesting to their friends and family.</div></div>	<div><div>Product details appears in the user profile.</div><div>Personalized recommendations of the products.</div><div>Giving exciting offers for the products and attract the customers.</div></div>
<div><div><p>Interactions</p><p>What interactions do they have at each step along the way?</p><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></div>	<div><div>Intermediators like Amazon Flipkart and so on.</div><div>On Demand product expectations of Customers.</div><div>Making Advertisement about the product.</div><div>Showing variety of constraints in the products.</div><div>Gaining Customers Feedback.</div><div>Giving different payment methods based on customers needs.</div></div>	<div><div>Exclusive advertisement of the product with some offers.</div><div>Give some exciting rewards and offers for the top sold products.</div><div>Exclusive and attractive offers of the products.</div><div>Payment overlay within the website or Android App.</div><div>Sending the product details to the customers email.</div></div>	<div><div>Direct Interactions with the product delivery agent.</div><div>Direct Interactions with the customer care.</div><div>Giving the correct location details to the product delivery agent.</div></div>	<div><div>Sending feedback forms to customers email</div><div>"Leave a review" modal window within the profile on the website, iOS app, or Android app</div><div>giving feedback about the delivery of the product.</div></div>	<div><div>Completed experiences section of the profile on the website, iOS app, or Android app</div><div>Post-purchase screens website, iOS app, or Android app</div><div>Customer's email (software like Outlook or website like Gmail)</div></div>
<div><div><p>Goals & motivations</p><p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p></div></div>	<div><div>On time delivery of the products.</div><div>The price should be affordable for the customer.</div><div>Improvised product quality.</div><div>Maintaining common sales etiquette.</div><div>Assist customers for tracking the product.</div></div>	<div><div>Help the customers to buy their products.</div><div>The Customers payment process should be flexible.</div><div>Confirmation about the products to the customers mail.</div><div>Sending reminder messages about the product delivery to the customers.</div></div>	<div><div>Help the customer to know the exact details about the product.</div><div>Help the customer to share their current location.</div><div>Deliver the product to the customer within time.</div></div>	<div><div>Help the customer to get satisfied with the product.</div><div>The quality and the delivery of the product should be satisfied</div></div>	<div><div>Help the customers to know what they have done in the past.</div><div>Help the customers to know what they are going to done in the present.</div><div>Show the current offers of the products to the customers.</div></div>
<div><div><p>Positive moments</p><p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div></div>	<div><div>Attractive Product Catalogues.</div><div>Implementing Customer Feedbacks.</div><div>Attractive offers helps the customers to buy the products.</div></div>	<div><div>Excitement about the product delivery.</div><div>Current payment flow is very bare-bones and simple</div><div>It's reassuring to red reviews written by past buyers.</div></div>	<div><div>People love the product with 99.9% satisfaction</div><div>The Delivery agent should be very comfortable for the customers.</div></div>	<div><div>Due to the good quality of the product the customer get excited</div><div>Exciting offers can attract the customers to buy the different products.</div></div>	<div><div>Showing the top rated products.</div><div>Make the customer easy to find the good products to order.</div></div>
<div><div><p>Negative moments</p><p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div></div>	<div><div>Sometimes Less Product Availability.</div><div>Providing wrong location by the customers.</div><div>Several people expressed "information overload" as they browse</div></div>	<div><div>Thinking about the product worth and quality.</div><div>People express a bit of fear of commitment of this step.</div></div>	<div><div>Deliver the product to the incorrect locations.</div><div>The product quality was not good.</div></div>	<div><div>Customers report feeling review fatigue</div><div>People don't like leaving a review as an tedious process</div></div>	<div><div>Unable to know about the previous order.</div><div>Payment process is difficult.</div></div>
<div><div><p>Areas of opportunity</p><p>How might we make each step better? What ideas do we have? What have others suggested?</p></div></div>	<div><div>Assist customers for tracking the product.</div><div>Sales anything from anywhere</div></div>	<div><div>Provide a simpler summary to avoid information overload</div><div>Show highlights or common phrases from reviews, or uber style "great guide"</div></div>	<div><div>Improved product quality and quantity.</div><div>Interact with the customers till their needs is satisfied.</div></div>	<div><div>How might we help people celebrate and remember things they've done in the past?</div><div>Giving the good and exciting products to the customers.</div></div>	<div><div>Showing the products advertisements and attract the customers.</div><div>Satisfies the customers with good quality of products.</div></div>

