

Customer Journey Map

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.

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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.

	 Browsing, looking, interacting, and rating a local city tour	 Enter	 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 (in group) typically experience?	<div>visit website or app</div> <div>Booking Appointment to hospital</div> <div>choose a time, dates, and number of people</div>	<div>payment and book for checkup</div> <div>Email confirmation</div>	<div>Email reminder</div> <div>Arrive the Hospital</div>	<div>Meet the reception list and book the timing and taken</div> <div>Get the check up and enter the makes into the patient care interface</div>	<div>Leave the guide</div> <div>prompt the review</div>	<div>Writing and submitting the review</div> <div>Checkup appears in the user profile</div> <div>personalized recommendations</div> <div>personalized checkups</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>check whether the prediction is correct, or wrong</div> <div>check the valid details</div> <div>will put the result with a list of valid time</div>	<div>This decision tree algorithm will predict the data</div> <div>verified with the Email verification</div>	<div>It will be designed in a such a way that the payment can be processed in iOS and android platform</div> <div>The availability and timing will be evenly scheduled in the application</div>	<div>Direct interaction with the guide</div> <div>the diagram communicating individually with the nursing guide who will save the review</div>	<div>Customer email (joc Email@look.cloud)</div>	
 Goals & motivations At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	<div>help me how to get the correct result from the prediction</div> <div>avoid getting the false information</div>	<div>false information is totally avoided</div> <div>verification will be totally checked</div>	<div>Understanding of the application process working</div> <div>make the feel good in the decision of regular checkups</div>	<div>make the experience of the patient to be more convenient regarding the regular checkups</div>	<div>check the trained data be validated accordingly</div>	
 Positive moments What steps does a local/person find enjoyable, productive, fun, involving, delightful, or exciting?	<div>No need of waiting in hospital for looking into the appointment</div>	<div>provides the verification of the user so we could avoid the fake registration</div>	<div>As we have prebooked the we no need to wait for the check ups in the hospitals</div> <div>provide you the better convenience of staying without rush and provides good prediction</div>	<div>people will leave the hospital happily as the dat valuation will be done soon</div>	<div>As it provides the better accuracy it will make the patient to trust</div>	
 Negative moments What steps does a local/person find frustrating, confusing, annoying, costly, or time-consuming?	<div>Several people of booking on the same date will leads to uncomfortable time slot of checkups</div>	<div>If many people try to access the registration process the same time it leads to sever crash</div>	<div>the time slot will be not applicable if there are many user registration and server many went down</div>	<div>process of analysis is a bit harder</div>	<div>If the people trust the modern technology medical treatment the review will be good in future</div>	
 Areas of opportunity How might we make next steps more enjoyable, productive, fun, involving, delightful, or exciting?	<div>Provide a simpler summary to avoid information overload</div>	<div>Show the highlighted current phase from review of old patients</div>	<div>get the valid verification from the user and avoid fake registration</div>	<div>we could give the priority of data analysis and preprocessing of availability checking and predicting</div>	<div>how might we truly eliminate the awkward moment</div>	<div>people have a lot of taking the technology treatment</div>