

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 wi

Product School

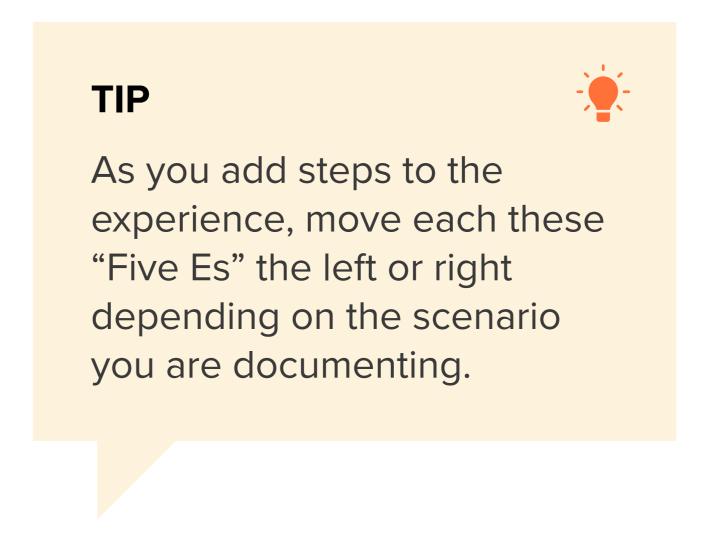
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TEAM ID: PNT2022TMID09402



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, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	Checking for updates Searching for solutions A person checking for any recently available technologies for deaf or dump people Deaf people who are not able to speak checks for the updates for technology that helps them to communicate	As they begin to start the usage, they start experiencing the advanced features of this application As they plication As they start to use the application they start to the application they start to find the errors or some discomfort in handling the advanced features of this application They finally come to know about the application and use it in a comfortable manner	Start using the application whenever needed As they start to use, the features that are available for engaging the people Start using the with the app using CNN and that converts them into voice CNN and that converts them into voice Good interaction between the user and the application takes place it As they came to know about the app they start using the advanced features of this app often As they start to use, Sood interaction between the user and the application takes get familiar with it	They get certain updations in the application as they use the app continously They also get knowledge about the steps that to be about the steps that to be suggest any advanced feature in the app feature in the app
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?	They keep interacting with technically strong people They go for places which provide the information or machines that helps deaf people They go for places which provide the information or machines that helps deaf people They try to create new things by thier intuition	During usage they interact with the mentors who help for their better usage of the app After getting clear they try to explain things to deaf and dump people like them	Using this app they can communicate with each other and with the normal people They make communication much more easier and does eliminate the feel of disability	After usage they suggest this type of apps to nearby friends
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	During this step the motivation of the person is to find a better technological facility	The motivation of the people during this session is to understand the application To get to know the information of the project	To experience the advanced features of the application and make use of the system efficiently	They have a desire to share this to their companion
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	They will get several information related to advanced technology during the searching process of the application	They will come to know about the features and start utilizing the benefits of the application	They will enjoy the advanced features of the application and forgot about their disabilities	They try to do good to their friends by suggesting this application to them
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	They get more information which will get them confused	They may get disappointed due to its limited facilities	They may even get addicted to this type of applications	This app may not be usable for their friends and they may get disappointed
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	They get good ideas and information regarding advanced technologies They get more suggestions from different people	They may have an idea of using the application for good deeds	Making use for this advancement may make the person more satisfied and elated	They have such a better experience enough to teach this to their friends

