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 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?	INSIGHT OF HOW THEIR EMOTIONAL MAKEUP INFLUENCES PATIENT CARE	SEARCHING THE MARKER FOR BEST PRODUCT LOOKING FOR THE PROPER MEDICINE REMAINDER.	BROWSE THE BEST PRODUCTS USER FRIENDLY FOR THE CUSTOMERS	AT THE END THE CUSTOMER CAN FOLLOW PROPER MEDICATION BY THIS THE USER CAN GET A PROPER MEDICINE REMINDER	SETUP AND USING IS MUCH EASIER MONITERING CAN BE IMPROVED
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?	AT THE HOSPITAL RECEPTION BY CARETAKERS WHO LOOKS AFTER THE PATIENTS	A SMART MEDICINE BOX	MAINTAINING PATIENT DETAILS REMINDING THE REGULAR MEDICINES TO THE PATIENTS	THE CARETAKER WILL BE FREE FROM CONTINUOUS MONITERING	REMINDER ON INTAKE OF MEDICINE IS EASY ONCE THE CUSTOMER TOUCHED THE NOTIFICATION , THE VOICE ALERT GETS STOPPED
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	SOLUTION FOR PROPER REMAINDER OF MEDICINE AT CORRECT	BEGINS WITH SELF CARE OR PATIENT CARE FOR REGULAR CONSUMPTION OF MEDICINE	THEY EAT MEDICINES AT PROPER TIME THE CARETAKER TAKES COMPLETE CARE OF PATIENTS	ATLEAST THEY FIND SMART MEDICARE BOX	CONSUMPTION OF MEDICINE AT APPROPRIATETIME IS DONE WITH THE HELP OF PROPER INTIMATION THE NOTIFICATION IS ACCESSED
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	USER FRIENDLY REMAINDER EASY TO ADAPT FOR THE USER	EASY TO USE IN ALL ENVIRONMENT	NOTIFICATION AT CORRECT TIME VIA VOICE COMMAND ALERT THROUGH SMS	REMINDS THE MEDICINE NAME AT CORRECT TIME NOTIFIES THE MEDICINE NAME BY SMS	THE MEDICINE IS TAKEN AT CORRECT TIME HEALTH CONDITION OF THE ELDER PEOPLE IS MAINTAINED
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	HARD FOR THE CARETAKERS TO MONITOR USER QUESTIONS HIMSELF/HERSELF THAT THEY CAN MANAGE BY THEMSELF	DIFFICULT FOR THE USER TO USE MEDICAL APP CUSTOMERS DOES NOT COMPLETELY SET THE TECHNICAL SETUP	USER SHOULD KEEP THE PRODUCT NEAR TO THEM USER SHOULD BE ALWAYS IN ONLINE	A SMART MEDICARE BOX WITH COMPLEX ARCHITECTURE ONLY FOR ELDER PEOPLE	THEY ARE NOT AWARE OF THE NOTIFICATION OF MEDICINE UN AWARE OF VOICE ALERT
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	THE USER SHOULD USE THE PRODUCT WITHOUT HESITATION ONCE THE USER STARTED TO USER THE PRODUCT THEY SHOULD IMPLEMENT WITHOUT FAIL	THE DATABASE SHOULD BE CONNECTED TO THE APP THE IMPLEMENTATION SHOULD BE DONE THROUGH IBM WATSON	THE USER SHOULD BE AWARE OF INTERNET CONNECTIVITY THE WEB APPLICATION SHOULD ACCESS THE APP AND DEVICE	THE IBM CLOUDANT DB MUST KEEP TRACK THE DATA ONCE THE DEVICE IS ACTIVATED IT SHOULD AUTOMATICALLY GIVE REMINDER THROUGH AUDIO	THE USER SHOULD KNOW THE EXACT USAGE OF THE PRODUCT THE REACH OF THE PRODUCT CAN BE ACHEIVED BY ADAPTABILITY

Need some inspiration?

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

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