

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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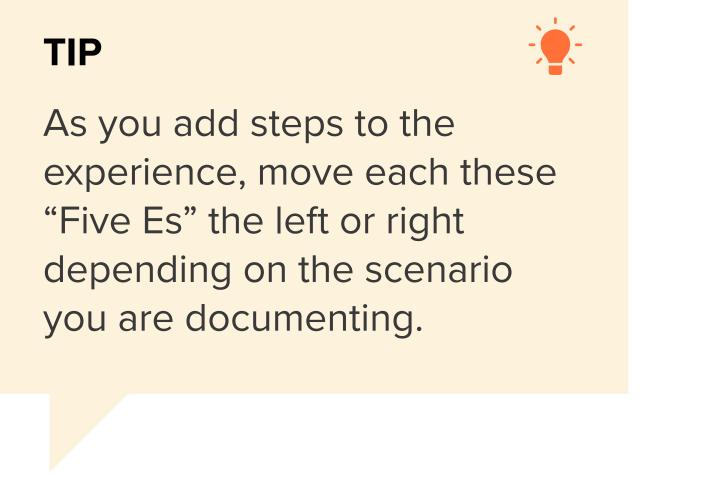


Document an existing experience

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.

Team ID: PNT2022TMID07317

Project name: Smart waste management system for metropolitan cities



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?	Creating an account Grail/ Facebook	Complete the personal details Editing the profile	Map (Track garbage collection truck/ view near by smart bin) Help desk and settings	Delete user account Log out/ implement sign out
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?	Interactions with log in interface Detailing to the workers in muncipal corporation	Training interface interaction	Location Chat with bot interface	Interaction with logout session Well performed interface
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	clear idea about Step by step proces	Account settings	Understanding the process deeply	Entire working of the interface Run the interface for practice more
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	new learnings	get to know the various features	Set and support the regional languages	Easy to use/ friendly interface Flexible and adaptable
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	adapting to the system	why is the training so long	make suring the valid information	Unwanted — message prompt
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Common log in for all personalities	Observing the initial process	Quick responses from service provider	Provide navigational links to homepage Can implement on everywhere

