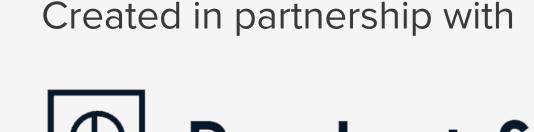


# Customer experience journey map

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.



Product School



## Document an existing experience

**SCENARIO** 

Browsing, booking,

attending, and rating a

local city tour

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.

Steps
What do

Interactions

each step along the way?

What interactions do they have at

Places: Where are they?

**Goals & motivations** 

primary goal or motivation?

**Positive moments** 

At each step, what is a person's

("Help me..." or "Help me avoid...")

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

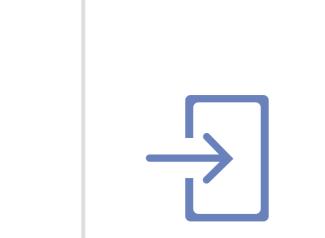
People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

## **Entice**

How does someone initially become aware of this process?



What do people experience as they begin the process?

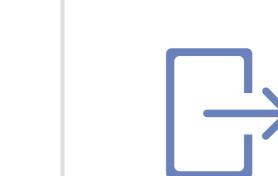
User enter the metrics of collected water samples



happens?

User enter the scientific standard values from the collected water samples

Engage In the core moments in the process, what



Water quality analysis section of the website ios app,android app

Exit

What do people

Water quality will be predicted according to the user given data

### Extend What happens after the

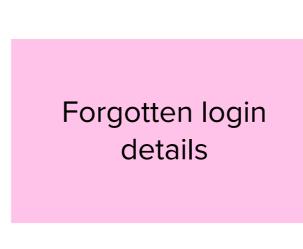
experience is over? typically experience as the process finishes?

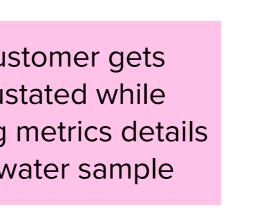


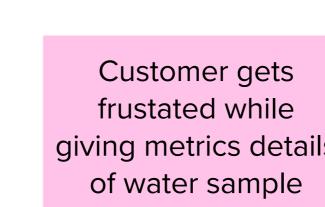
Help me to predict accurate water quality

People likes the ccurate result of the samples

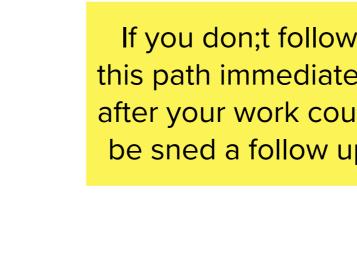


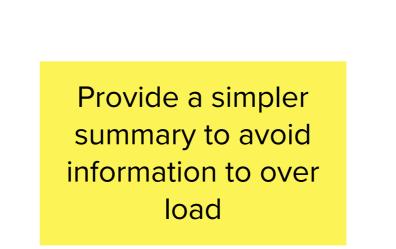


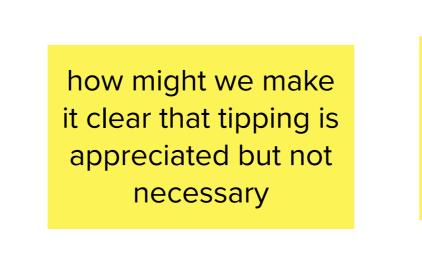




What have others suggested?







To face to laided a depline and religion along such that it is a special special to the that it is a special special to the that it is a special special to the special special special special to the special special special special special special special to special speci