



# 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.

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>[ Interaction in a place ]</div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>[ step ]</div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>[ Interaction with a thing ]</div> <div>Involvement in the planning process, development of coordinated preparedness among the local industry, awareness booths at school and public places, development of a citizen advisory board to help the content and make recommendations for improvement</div>	<div>By examining the number of injuries and fatalities, Tracking and analyzing real-time data, Radar maps are use to detect the tornado, Seismic sensor and vibration sensor are use to monitor the earthquake.</div>	<div>Environmental degradation, Make fiancial protection, Climatic change</div>	<div>We can measure disaster risk by analysing trends, Restoration of essential services.</div>	<div>Planning to warn the people which will minimize the effects, Executive information system to support federal wildfire disaster declaration.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>GPS system can estimate damage from ground displacement, It can be forecasted based on past scientific data.</div>	<div>Through social media we can prepare, Rehabilitation and recovery</div>	<div>Detect earthquake with speed and accuracy, Early tsunami prediction.</div>	<div>Prediction and warring can reduce damage, More accurate prediction of natural disaster.</div>	<div>Classify the disaster on various parameter, During disaster there may be an out break of disaster so be aware of that.</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>					
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>					
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>					
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>We can estimate future losses by conducting a risk assessment, Professionals in this field deal with all aspects of emergency is.</div>	<div>Clean up and check the area after dealing with an incident, Coordinate the enforcement, make policy and plan for disaster prediction.</div>	<div>Use parallel computing process to predict the disaster, Plan for an alternate location</div>	<div>Mitigation measures such as adoption of zoning to prevent actual damage, Reduce the level of inequality.</div>	<div>Ensure timely and effective response to disaster, Make emergency calls and request for assistance</div>