



# 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 7-mile bus the left or right, depending on the scenario you are documenting.

| SCENARIO<br>Browsing, booking, attending, and rating a local city tour  | Entice<br>How does someone initially become aware of this process?  | Enter<br>What do people experience as they begin the process?  | Engage<br>In the core moments in the process, what happens?   | Exit<br>What do people typically experience as the process finishes?           | Extend<br>What happens after the experience is over? |  |  |
|---|---|--|---|--|--|--|--|
| <b>Steps</b><br>What does the person (or group) typically experience?   | post on social media  | After sign up into the website they are directed to dashboard  Design of dashboard                         | Check the availability of beds  Get to know about medical staff   | Booking of bed  Prompt for review  | personalized recommendation                          |  |  |
| <b>Interactions</b><br>What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul> | They can view the dashboard  Dashboard available 24/7 in the hospital website   | They can interact to medical staff   | They undergo the treatment according to their disease  Bed is allotted after registering  | Accurately predicting length of stay  Cure for their diseases  Customer e-mail | Feedback  Rectifying mistakes based on feedback      |  |  |
| <b>Goals &amp; motivations</b><br>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")   | To give clear idea about beds available   | To allot beds as per required  | To give best treatment  | Healthily going out of hospital  | satisfaction of treatment and bed allotment          |  |  |
| <b>Positive moments</b><br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?   | Early accessible dashboard  | Customer can view the data visually  Check availability of beds  Customer analysis based on data available | Some customers like direct interaction so for them it is helpful  By predicting the length of stay beds available can be easily updated | creating a Unique Experience  Increasing Customer Satisfaction                 | Recognizing Opportunities for Growth                 |  |  |
| <b>Negative moments</b><br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?   | Too much information  | Customer can test hypothesis  Accessing wrong data set  Dashboard taking more time to respond              | Human error may happen  Improper communication between hospital and customer  | Customer dissatisfaction due to error  | Customer can take more insights                      |  |  |
| <b>Areas of opportunity</b><br>How might we make each step better? What ideas do we have? What have others suggested?   | Provide simpler summary to avoid information over load  If you don't follow this instructions after your booking could we send a follow up? | Providing tips on how to use dashboard   | Easily showing the beds allotment   | How might we equip people to tip after the joining?                            | Implementing the feedback                            |  |  |

Need some inspiration?

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

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