



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.

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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>Entice</div> <div>How does someone initially become aware of this process?</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>Step(1) Awareness</div> <div>When the project has been published, the public should be given with proper information or awareness about the project.</div> <div>Step(2) Project</div> <div>The awareness should make people to know-well about project and it will help public to make the best use of that project.</div> <div>Step(3) Initiating the project</div> <div>When project start to "experience the project" for the first time, they may need to face some issue which can be resolved using proper system.</div> <div>Step(4) Facing the issues</div> <div>People may face issues in internet connectivity and time delay in collection of waste.</div>	<div>Step(3) Initiating the project</div> <div>When project start to "experience the project" for the first time, they may need to face some issue which can be resolved using proper system.</div> <div>Step(4) Facing the issues</div> <div>People may face issues in internet connectivity and time delay in collection of waste.</div>	<div>The core moments includes the the sensor activities and the cloud server, the people may not experience difficulty most of the time as the the system is efficient.</div> <div>Next would be waste detection and collection in a scheduled time within the city in trucks. So, people can communicate to truck driver in case of emergency.</div>	<div>People may experience their surrounds neat, clean and hygienic. They can breath fresh.</div> <div>They may feel that that is an easy way of disposal. Time consuming one and waste management can be efficiently done.</div>	<div>The people can get used to the system is useful, then they tend to use that in their day today life.</div> <div>People may experience their surrounds neat, clean and hygienic. They can breath fresh.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</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>Interaction with every person may not be possible always, may be we can get queries from people individually if any problem arises.</div> <div>Interaction with a place includes location sharing and timely collection of garbage wastes in the city.</div> <div>Interaction with thing is very important entry because the system may fail anytime and the proper internet facility and cloud connected database is needed.</div>	<div>Sometimes the people may if their lack of internet connectivity where the correct may get lost.</div> <div>Correct fixed plans for sensor and cloud server monitoring, so that confusion over plans can be avoided.</div> <div>If the waste thing is not taken up on time, after query message can be sent to admin through website.</div>	<div>As already discussed, the sensor and cloud processors can be monitored by admin and co-admin of the project.</div> <div>Place and location can be monitored by sensors, admin officials and by truck drivers.</div> <div>Garbage collection and detection can be monitored my sensors.</div>	<div>People may feel the project is more useful and eco friendly while are are experiencing this.</div> <div>They people may feel the environment is neat and clean.</div>	<div>People may experience their surrounds neat, clean and hygienic. They can breath fresh.</div> <div>Government recommend this kind of system for other kind of metropolitan cities too.</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Step (1)</div> <div>The person / public need to get aware of the system by getting educated.</div> <div>Step (2)</div> <div>The people may get motivated and get aware of things about the system.</div>	<div>To minimize waste production, ensuring right garbage recycling process ultimately helps us to minimize the waste generation.</div> <div>The 3 R's of waste management: Reduce, Reuse, Recycle may help people when they begin their process.</div>	<div>The core processors may motivate an environment towards updated technology.</div> <div>The core processors may make the process simple and reliable.</div>	<div>They become used to it and the separation of waste may help people in a better way to dispose their waste.</div> <div>If people may tend to experience any issue regarding waste disposal sometimes while on process.</div>	<div>People may feel that the system/ project is useful.</div> <div>People may feel pollution free environment.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>A clean environment provides happiness and excitement to people's mind as they breath fresh, unpolluted air.</div> <div>This motivation factor have a time consumption, as they can do the work of the same work and reaches a healthy environment for next generation.</div>	<div>They feel motivated and excited while begin the process.</div> <div>They feel that the process is time consuming and efficient.</div>	<div>Waste impacts the environment indirectly. So, this can be addressed in a better way by planning things.</div> <div>Waste also represents an economic loss and burden to our society. As the core processors, should be designed impactfully.</div>	<div>As the process finishes, the demand of waste management is clearly linked to our consumption and production pattern.</div> <div>Also, demographic changes like an increase in number of one person households may influence waste which can be addressed through planning.</div>	<div>As an end come, all pollution, waste change and waste contamination may be reduced.</div> <div>Poor waste management may caused due to poor system connectivity.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Efficiency in the system design and process may lead to waste of the whole system.</div> <div>Negative should be made positive in a better way to make the system efficient.</div>	<div>The disease carrying mosquitoes can spread sickness and drain money from the population, this being generation, this being generation, this being generation.</div> <div>This also causes significant harm to marine and wildlife when we dump wastes to sea and sea shores.</div>	<div>Waste impacts the environment indirectly as well even though that people are aware of the system.</div> <div>Disease spreading can be addressed by bacteria detecting sensors, then we can take actions accordingly.</div>	<div>When process finishes still some confusions will be there in system and so, that should be addressed in a proper timing.</div> <div>Also, demographic changes like an increase in number of one person households may influence waste which can be addressed through planning.</div>	<div>Pollution may become a major cause which makes the system even collapse.</div> <div>Improper management of system may make the project/ implementation less efficient.</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>Simple idea like what I suggest is to create an efficient system with proper garbage monitoring.</div> <div>At the beginning, all when we see that the system is new to the end and design will not be good. But, after awareness of our nature the real needs of the system.</div>	<div>At the very beginning people may tend to face some issue. But, after remedies are ready to rectify the problem.</div> <div>When people start to do the process, they may tend to it and they will start bring to the one will like for cities and neat environment.</div>	<div>The core idea includes interactive sensors, GPS monitoring systems and cloud networking.</div> <div>Other process comes under proper management of project system.</div>	<div>People do experience the full efficiency of the system and the system's flexibility.</div> <div>People felt that the system is useful and recommend that system for other metropolitan cities too.</div>	<div>People may experience their surrounds neat, clean and hygienic. They can breath fresh.</div> <div>Surely, this system provides the better solution of waste disposal to make better tomorrow.</div>



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