# 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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Product School

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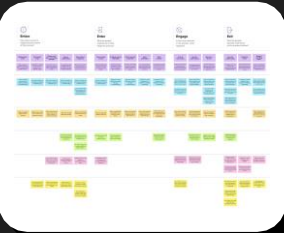
Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

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.

	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?
SCENARIO Browsing, booking, attending, and rating a local city tour					
Steps What does the person (or group) typically experience?	In daily basis one check The price of crude oil / Check crude oil price / The knowledge of the model purchased by the customers in terms of its accuracy / Knowledgeable potential customers are about our model services or product	Finding their need / [Finding quickly what they are looking for , being able to understade the infor mation provided in our model.]	Access / Easy to access, self help resources and reliable.	Contacting / In the model they contact the customer service to clarify the information	Customer support / Always available customer support and getting feedback
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?	For predicting the Predicting the price they Use The old datasets. / Trading advisors / They will speak to Prediction experts.	A customer calls our support line and interact with the executives.	Customer has a question about the model and service and reaches out to our support line to interact.	Customer with their customer experience writes a review of our model	Customer can receives an email from our executive to interact and schedules a meeting
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Get the customer to notice the model / Prove to be the best option	By increasing the website visitors	By increasing the customer service, satisfaction and wait time	Generate the positive reviews and increase retention rate of our model	Provide information to answer question. Stand out from competitors through offering better accuracy
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Accuracy of prediction	Easily understands the prices using the model for trading	When the crude oil price is Is affordable it makes The customer happy.	Success rate of the price prediction	By improving the accuracy of the prediction
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[Being worry about prediction]	Investing strategy takes an unexpected turn that catches most traders flat-footed	Sometimes the traders afraid to losing it all	Sometimes the prediction can be fail	It can impact their decision making skills
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Qualitative / To collect and enter the Data without any error.	To analyze it With more Dataset available	Using LSTM, it has feedback connections	Using LSTM and RNN can give the better results	In future we can add some algorithm like Moving average for better accuracy