

Project Design Phase-II

Customer Journey

Team ID	PNT2022TMID40290
Project Name	NEWS Tracker Application

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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1

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.

2

Map

As you add details to the experience, show what flows "down" the left or right depending on the scenario you are documenting.

<div>Research</div> <div>Research</div> <div>Browsing, looking, observing, and entering a local city tour</div>	<div>Entice</div> <div>Entice</div> <div>How does someone initially become aware of the process?</div>	<div>Enter</div> <div>Enter</div> <div>What does people experience as they begin the process?</div>	<div>Engage</div> <div>Engage</div> <div>In the core elements of the process, what happens?</div>	<div>Exit</div> <div>Exit</div> <div>What does people typically experience at the process finished?</div>	<div>Extend</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: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</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>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</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: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</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>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>	<div>Step 1: Research</div> <div>Step 2: Research</div> <div>Step 3: Research</div> <div>Step 4: Research</div> <div>Step 5: Research</div> <div>Step 6: Research</div> <div>Step 7: Research</div> <div>Step 8: Research</div> <div>Step 9: Research</div> <div>Step 10: Research</div>