

Customer Journey

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Team ID	PNT2022TMID13514
Project Name	Gas leakage monitoring and alerting system for industries

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 & presented with

Product School

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** on, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Enter

How does someone initially become aware of this process?

Engage

What are people experiencing as they begin the process?

Exit

What do people typically experience as they provide feedback?

Extend

What happens after the experience is over?

Document an existing experience	Enter	Engage	Exit	Extend
<p>Steps</p> <p>What does the person (or group) typically experience?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>How does someone initially become aware of this process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What are people experiencing as they begin the process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What do people typically experience as they provide feedback?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What happens after the experience is over?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>
<p>Interactions</p> <p>What interactions do they have at each step?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>How does someone initially become aware of this process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What are people experiencing as they begin the process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What do people typically experience as they provide feedback?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What happens after the experience is over?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>
<p>Goals & motivations</p> <p>In each step, what is a person's primary goal or motivation? (e.g., "I want to get it done quickly.")</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>How does someone initially become aware of this process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What are people experiencing as they begin the process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What do people typically experience as they provide feedback?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What happens after the experience is over?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>
<p>Positive moments</p> <p>What does this step do right? (e.g., "It's easy to use, fast, and reliable.")</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>How does someone initially become aware of this process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What are people experiencing as they begin the process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What do people typically experience as they provide feedback?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What happens after the experience is over?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>
<p>Negative moments</p> <p>What does this step do wrong? (e.g., "It's slow, confusing, and unreliable.")</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>How does someone initially become aware of this process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What are people experiencing as they begin the process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What do people typically experience as they provide feedback?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What happens after the experience is over?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>
<p>Areas of opportunity</p> <p>What could we make even better? (e.g., "It's slow, confusing, and unreliable.")</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>How does someone initially become aware of this process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What are people experiencing as they begin the process?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What do people typically experience as they provide feedback?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>	<p>What happens after the experience is over?</p> <p>1. People often do things like at first.</p> <p>2. People often do things like at first.</p> <p>3. People often do things like at first.</p> <p>4. People often do things like at first.</p>

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Need more inspiration? See a full example of a Customer Experience Journey Map.

See examples