

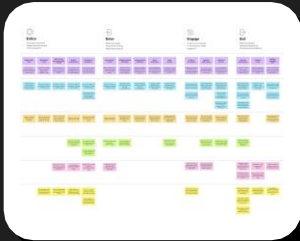


Customer experience journey map

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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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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>visit through advertisement or app</div> <div>browsing fertilizers available for plant diseases</div> <div>new age idea for certain kind of plant disease</div> <div>some good suggestion and solution for plant diseases</div>	<div>it will be more useful and efficient for farmers</div> <div>complete payment information</div> <div>more beneficial for rural farmers</div> <div>then fill online or cash on delivery payment</div>	<div>if the disease goes to next level or critical stage</div> <div>we refer the fertilizer that we already know but not the exact one</div> <div>when we confirm the disease we will refer the fertilizers we know</div> <div>will give fertilizers according to the plant diseases</div>	<div>detected the disease</div> <div>will get expected solution</div> <div>leave the website or app</div> <div>they'll feel that they got the exact correct fertilizer</div>	<div>feedback</div> <div>feedback helps to improve the site or app</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	<div>buying products through the site or app</div> <div>plant disease detection section of the site or app</div> <div>check whether the fertilizers matches to the infected plants</div>	<div>payment overlay within the site or app</div> <div>farmers email,sms via mobile phones</div> <div>allow permission through settings and check the details</div>	<div>interaction with guide and potentially with other group members</div> <div>most common objects people interact with in process is a warranty guarantee/trustworthy of fertilizers</div> <div>get fertilizer for plant disease</div>	<div>leave review on website or app</div> <div>leave review on email</div> <div>exit from site or app</div>	<div>upgrading of fertilizers is intimated</div> <div>if other users interact with people they will see fertilizers review</div> <div>to improve our services</div>
<div></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>to get maximum number of users</div> <div>while checking symptoms it should give accurate results</div>	<div>data availability</div> <div>data used to support the finding of plant diseases</div>	<div>results should be accurate</div> <div>fertilizers should cure the plant diseases</div> <div>without any others suggestions</div>	<div>farmers should be satisfied with the solution</div> <div>farmers should get good impression</div>	<div>to be updated</div> <div>helps me to see what I could do next to improve the plants</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>it makes the person excited to improve their cultivation</div> <div>the review shared by the past customer influences the new buyers</div>	<div>easy payment</div> <div>get excited about the purchased fertilizers</div>	<div>people believes the fertilizers to be effective and uses it</div> <div>farmer put their time and effect to gain more profit</div>	<div>farmers satisfied with their more amount of cultivation</div> <div>farmers feel fulfillment and gratification by using our fertilizers</div>	<div>many farmers become satisfied by our recommendation and becomes an regular customer</div> <div>they share their experience to the new buyers</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>many customer tend to ignore feedback process</div> <div>some customers do not want to involve themselves in a new mode of process</div>	<div>many distracting thoughts about the fertilizers whether it is worth its cost or not</div> <div>anxiety and fear to try something new</div>	<div>some farmers wants quick gain so they discontinue their practice</div> <div>some customers are discontent with the server issue</div>	<div>customer thinks that it is not necessary to share their experience</div>	<div>some customer feels it is not good solution</div>
<div></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>image should be in high quality</div>	<div>plant details should be cross checked by user</div>	<div>before plants gets infected we should identify that</div>	<div>if it is not plant disease will give solution</div>	<div>user friendly</div>

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

