



# 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.

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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.

PROJECT TITLE	Gas Leakage Monitoring and Alerting System
TEAM ID	PH720219M008077
DATE	18 th october 2022

### 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></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>Open application</div> <div>Customer accesses our app's upload section.</div> <div>User Authentication</div> <div>To access the app, the user must input their login information.</div>	<div>Witness the result</div> <div>In order to track their spending, the user must add the expenses.</div>	<div>Calculate and estimate the costs</div> <div>Digitilized calculations Costs are computed and tabulated.</div> <div>Calculated and recorded costs are added.</div>	<div>Get off the app.</div> <div>review submission</div>	<div>Referral of services to other consumers</div> <div>Users can recommend the spending tracking application</div>
<div></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>Login Page of the Application</div> <div>The app's user details section</div> <div>Objectives of the creator</div> <div>Customer's email (using an app like gmail or software like outlook)</div> <div>The customer can view their daily spending.</div> <div>app's pop-up message</div> <div>Users are able to activate from anywhere.</div> <div>After updating, customers will exit the websites.</div> <div>The app's output section</div> <div>Non users for their needs after using it themselves.</div> <div>Recommendations cover the entire app</div>				
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Please direct me to a user-friendly programme.</div> <div>Please help me to avoid purchasing unnecessary items.</div> <div>Help me keep accurate track of my spending</div> <div>Please assist me in filling out the expenses for the various categories.</div> <div>Help to assist me in viewing the daily expenses.</div> <div>Help me to avoid confusion over my spending.</div> <div>Help me discover and prevent gas leaks</div> <div>The app's users can update their reviews.</div> <div>Please make it so I feel good when I exit the app and am satisfied.</div> <div>I need your assistance in recommending this programme to non-users.</div> <div>They provide any support for the recommendation</div>				
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Accuracy of this application is exciting</div> <div>Customers believe their experiences with a brand were memorable.</div> <div>Fostering an atmosphere of positivity and friendliness</div> <div>It helps to prevent people's lives</div> <div>This application typically works well because it takes up less time.</div> <div>It's fun to add spending to designated categories.</div> <div>People are happy once they exit an application.</div> <div>The solution embossed has received favourable comments.</div> <div>People will like this suggestion.</div> <div>This recommendation will be well received.</div>				
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>consumers who make poor choices</div> <div>Dealing with consumers who are unclear</div> <div>The goal of refusing to cooperate and being disrespectful</div> <div>Being difficult and insulting has a purpose</div> <div>Misunderstanding makes people frustrating</div> <div>Some people are perplexed by security-related issues.</div> <div>People claim that leaving a review is a time-consuming task.</div> <div>As more damage is reduce, harmful effects will diminish and eventually stop.</div> <div>Making advice could make some people uncomfortable.</div> <div>Everyone recommendations make some people uneasy.</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>Might be able to view historical details</div> <div>Whether this Application provide alert notification properly</div> <div>A separate category for savings would be helpful.</div> <div>Customer Friendly</div> <div>Could we provide something to say as input?</div> <div>Is it possible to mighn better suggestion?</div> <div>Could we use the app in different languages?</div> <div>Is the software available to make effective?</div> <div>Could you provide any assistance along the procedure.</div> <div>Could we make comfort people during the process</div>				