

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 wit







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.

Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	The ability of a computer to recognize the human handwritten digits To give the accuracy value By using website or app This application is very helpful to others	Upload the input as image draw the input as digit	It recognize the handwritten digit Display the extract result	They Got the extract result	They can Store the result and see it later
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?	Laptop ,mobile civilians are using Digit recognition include in postal mail sorting, bank check processing, form data entry,	Laptop,mobile,system Postal mail sorting, data entry	Bank check amounts, and forms Reading postal addresses	Accuracy level is high	Store the Result as we required
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To reduce job easier Helps to recognize Digits	Help to recognize the handwritten digit format Help to recognize the digit in image format	satisfied with the output	Make the work easy	I see the last saved output
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is easy to use Find the handwritten Digits	Easy to access Easy to understand	There is no confutation	Low time management No lag of work	Faster exist
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Usage level is lt doesn't give network issues while using	It predict digits only not text	It predicts only single Digits	People not trust the result	Its take storage is low
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	simple steps to using simple algorithm using to give the output		It's a update	We are easily clear the confusion	Less work