



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstaclesby 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 orassumptions.

Created in partnership with











 **Product School**

Share template feedback



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.

IoT based Safety Gadget for Child Safety Monitoring and Notification		<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></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Visit website or app</div><div>The customer visits our website and gathers details about the wearable device</div></div> <div><div>Browse available devices</div><div>The customer browses website on the list of available devices or gadgets</div></div> <div><div>Deciding the best device</div><div>The customer decides which of the available device is best for the purpose of his purchase.</div></div>	<div><div>Placing an order</div><div>The customer places an order on the he/she has decided to purchase.</div></div> <div><div>Complete payment information</div><div>The customer fills out his/her contact and credit/debit card information.</div></div> <div><div>Confirm payment</div><div>The customer sees a summary of what they are about to purchase, then confirms it.</div></div> <div><div>Email reminder</div><div>On the day before the product arrival, an email is sent to the customer regarding the product arrival.</div></div>	<div><div>Arrival at location</div><div>The products gets arrived at the customer specified location at the notified date and time.</div></div> <div><div>Checking the product</div><div>The customer checks the product quality and also checks if all requirements are met.</div></div> <div><div>Using theproduct</div><div>The customer reads the guidelines and learns to use it and then starts using theproduct.</div></div>	<div><div>Prompt for review</div><div>After a week of product arrival, an email is sent to the customer for a review about the product.</div></div> <div><div>Writing and submitting review</div><div>The customer writes a review and gives a star rating to the product out of 5 and then send it via the email.</div></div> <div><div>Queriessection</div><div>Any queries regarding the product will be asked by the customer and it will be replied through the email.</div></div>	<div><div>Related products appear in the user profile</div><div>All other products which are similar to the product bought by the customer will be displayed in the user profile.</div></div> <div><div>Personalized recommendations</div><div>The recommendations about the products related to the already bought product will be displayed to the customer.</div></div> <div><div>Personalized offers</div><div>The personalized offers for the customers related to the products will be displayed.</div></div>	
<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>	<div><div>Order placing section of the website, iOS app or Android app.</div></div> <div><div>Child safety wearable gadget section on the website.</div></div> <div><div>Child safety wearable gadget section on the website.</div></div>	<div><div>Payment overlay within the website, app or Android app.</div></div> <div><div>Customer's email in the form or software like outlook or website like Gmail.</div></div> <div><div>Customer's email in the form or software iOS like outlook or website likeGmail.</div></div>	<div><div>Some customers may seek direct interaction with the suppliers or producers of the product.</div></div> <div><div>Customers may also want to access all the links in the website regarding the product, device using methods.</div></div> <div><div>Some customers may all need real time explanation about the product.</div></div>	<div><div>Depending on the customer and the delivery person, tipping may be involved.</div></div> <div><div>Sometimes, 'leave a review' model within the profile on the website may also be helpful.</div></div>	<div><div>Product review section on the profile on the website, iOS app or Android app.</div></div> <div><div>Recommendations span across website, iOS app or Android app.</div></div> <div><div>Post-purchase screen on the website, iOS app or Android app.</div></div>	
<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>	<div><div>Help me get to know where my child is.</div></div> <div><div>Help me get to know what is child's GPS location.</div></div> <div><div>Help me get to know the pressure and pulse rate of my child.</div></div>	<div><div>Help me find an optimal way to know my child's location.</div></div> <div><div>Help me find a device which monitors my child's location.</div></div>	<div><div>Help me feel that the product I have chosen is right.</div></div> <div><div>Help me feel confident about the decision on buying this product.</div></div>	<div><div>Help me feel happy on buying this product and it is worth the money spent.</div></div> <div><div>Help me spread the word aboutthe usefulness of the product.</div></div>	<div><div>Help me avoid worrying about my child's safety anymore.</div></div> <div><div>Help me to spread the usefulness of the product to my peers.</div></div>	
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>The excitement finding a solution to know their child's GPS location.</div></div> <div><div>The happiness on being able to monitor their child all the time virtually.</div></div>	<div><div>Excitement about the purchase of the product.</div></div> <div><div>Excitementabout the arrival of the product.</div></div> <div><div>Current payment flow is very bare-bones and simple.</div></div> <div><div>Gets reminded about the arrival of the product through emails and eagerly waits for the product.</div></div>	<div><div>Starts using the products and compliments the product on all its capabilities.</div></div> <div><div>Happy about being able to keep an eye on their child's location.</div></div> <div><div>They will be satisfied about the product will not worry aboutthe child's safety then after.</div></div>	<div><div>They will give good reviews and feedbacks about the product.</div></div> <div><div>They will suggest their friends and relatives to buy and use the product.</div></div> <div><div>They like the product very much and give 5 star rating.</div></div>	<div><div>They think of the old worries about their child's safety being vanished.</div></div> <div><div>The people being optimistic and this kind of attitude and behavior are always being liked by the suppliers.</div></div> <div><div>These people have an extremely high engagement rate.</div></div>	
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>People sometimes may not be aware of such a child safety monitoring device.</div></div> <div><div>People may not be aware of the website in which they can place the order.</div></div> <div><div>Many people express "Information overload" as they browse.</div></div>	<div><div>It may be time to select the dilemma if they can purchase the product or not.</div></div> <div><div>People may be in a dilemma if they can the product will be not.</div></div> <div><div>People may think if the product will be not really work well or not.</div></div> <div><div>People may think if consuming the product would device which meets not.</div></div>	<div><div>Sometimes the product may not be delivered on time.</div></div> <div><div>The product may be in damaged state when it reaches the customer.</div></div> <div><div>The customer sometimes may not be satisfied about the quality of the product.</div></div>	<div><div>Some people always give a review as they may not give the guidelines and so a good review.</div></div> <div><div>People may also give a review as they may not give the guidelines and so a good review.</div></div> <div><div>Some people may not leave a review as they may not give the guidelines and so a good review.</div></div>	<div><div>The customer may feel the recommendations on the user profile to be annoying.</div></div> <div><div>The customer may suggest their peers not to buy the product and gives bad reviews to them.</div></div>	
<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>	<div><div>Advertisements and pop-ups about the device can be published on other web sites too.</div></div> <div><div>Showing highlights of common phrases from reviews of the customers in the website.</div></div> <div><div>Making the customers aware about the usefulness of the device on child safety monitoring.</div></div>	<div><div>Making the process of ordering and making payments on the device easier for the customer.</div></div> <div><div>Provide reliable and trust worthy information about the device on the website.</div></div> <div><div>Make the customer to know the usefulness of the device.</div></div>	<div><div>Deliver the product to the customer on the specified date and time without any delay.</div></div> <div><div>Send emails regarding the tracking of the product to the customer once after it is sent for delivery.</div></div>	<div><div>Equip the customer with all the necessary details about the product through the guidelines.</div></div> <div><div>The guidelines should be simple and easily understandable, and it should be provided in all the necessary languages.</div></div> <div><div>Make it clear that tipping is not an essential one but reviewing is essential.</div></div>	<div><div>Take all possible measures to be in contact with the customer.</div></div> <div><div>Send emails to the customer regarding all the new products available.</div></div>	

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