

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.

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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.

IoT based Safety Gadget for Child Safety Monitoring and Notification		<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div><div></div><div>Steps 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 website and decides to purchase.</div></div> <div><div>Complete payment information</div><div>The customer fills out his/her contact information, 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 arrival of the product an gadget 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>Queries section</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 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>	<div><div>Order placing section of the website, iOS app or Android app.</div><div>Child safety wearable gadget section on the website.</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>Customer's email in the form or software like outlook or website like Gmail.</div><div>Customer's email in the form or software iOS like outlook or website like Gmail.</div></div>	<div><div>Some customers may seek direct interaction with the suppliers or producers of the product.</div><div>Customers may also want to access all the links in the website regarding the product, device</div><div>Some customers may all need real time explanation about the using methods.</div></div>	<div><div>Depending on the customer and the delivery person, tipping may be involved.</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>Recommendations span across website, iOS app or Android app.</div><div>Post-purchase screen on the website, iOS app or Android app.</div></div>	
<div><div></div><div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	
<div><div></div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	
<div><div></div><div>Negative moments 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>place the order.</div><div>browser.</div></div>	<div><div>their requirements.</div><div>NOT.</div><div>NOT.</div><div>NOT.</div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	
<div><div></div><div>Areas of opportunity 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>Showing highlights of common phrases from reviews of the customers in the website.</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>Provide reliable and trust worthy information about the device on the website.</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>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>The guidelines should be simple and easily understandable and it should be provided in all the necessary languages.</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>Send emails to the customer regarding all the new products available.</div></div>	

