

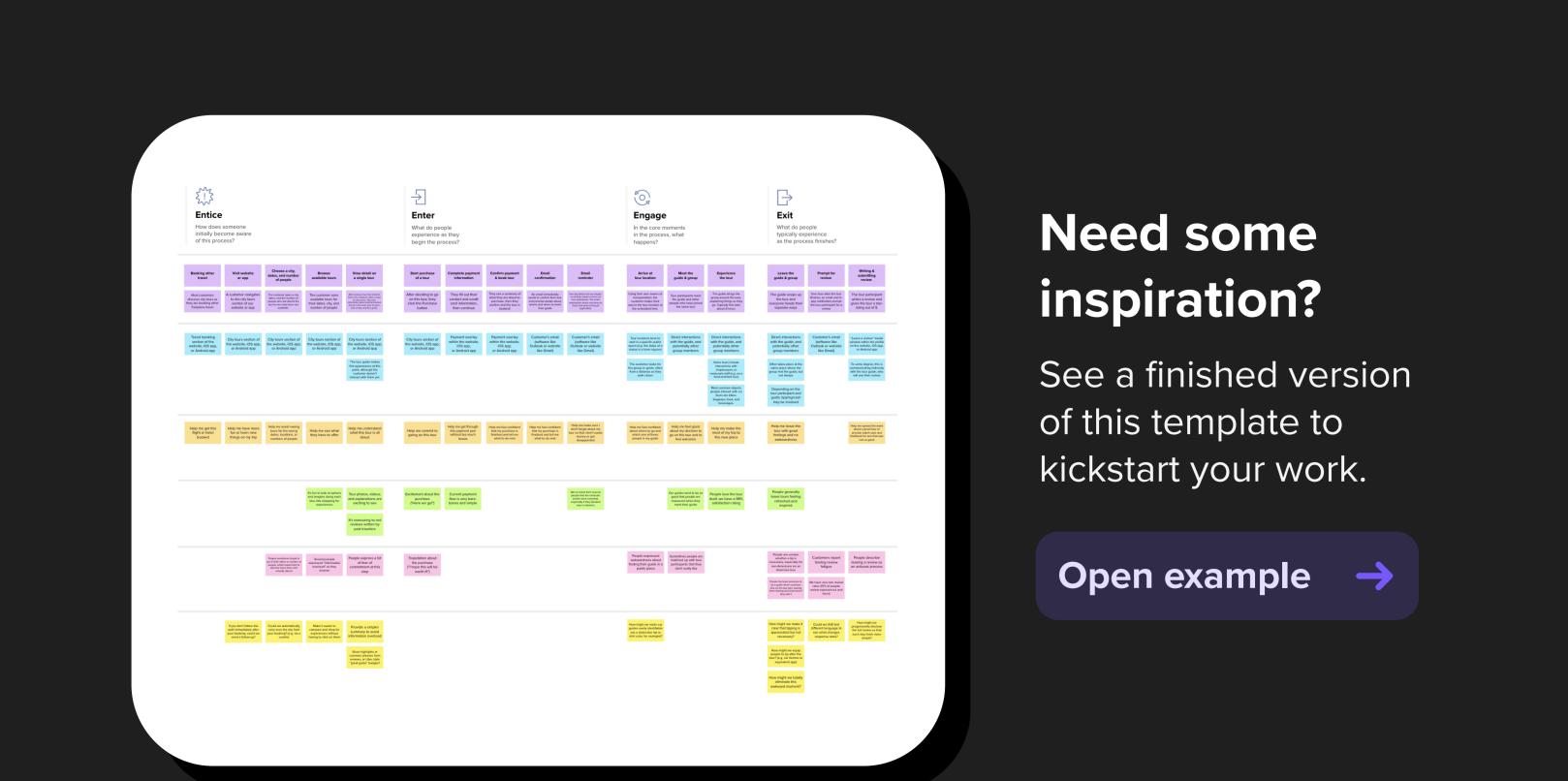
Customer experience journey map

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 wi

Product School

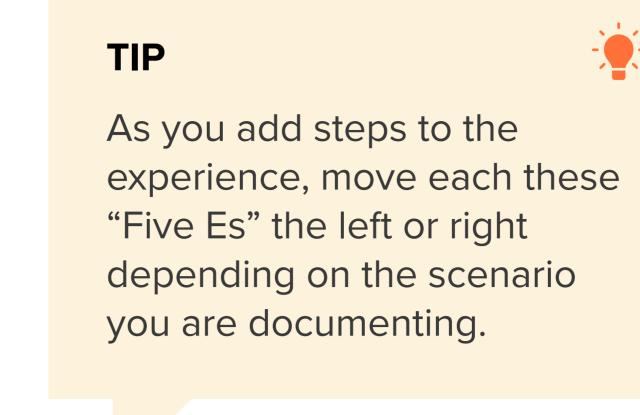
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Document an existing experience

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.



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?	Checking for update Searching for solution A person during checking for any recently available technology for dump people Draft person who are not able to speak check for updates for technology that helps them to communicate	As they begin to start use, they start experience in advanced features of this application As they start use the application they start to find others are some discount for doubles in hand in the applications	Start using the application Using CNN and that converts that into voice As they start to use they see the features available for the engaging the people Using CNN and that converts that into voice Good interaction between the users and the application They will get continuous benefits over the applications which helps them to better understand	They get good understanding of the application and reduce the application continuously They get good understanding of the application and reduce the application continuously They also get the steps that to be handled during new versions of the application the application that the properties of the steps that to be handled during new versions of the application that the properties of the steps that to be handled during new versions of the application that the properties of the steps that to be handled during new versions of the application that the properties of the steps that to be handled during new versions of the application that the properties of the steps that to be handled during new versions of the application that the properties of the steps that the step tha	If they had any suggestions they will add in advanced futures of the application
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?	They keep interacting with technology's stong engineering students They go for places who provide the information are mechanism that helps deaf people They try to create new things	The interact with the members who help for better usage of the application After getting clear they try to explain things to dumb people like them	Using this application take I communicate with each other with the normal person easily They make communication much more easier and they don't have to feel disconfortable	After usage the suggest this type of application to nearby friends	They have such a better experience good enough to teach this to their friends
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	This help them to find new technology This will motivate them	The motivation of the people during the session is to understand the application To get to know about the information about the project	To express is the advanced futures of the application and make use of the application efficiently	They have to decide to share these to their friends	They have to decide to share these to their friends
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	They will get several information related to advance technology during searching the application	They will come to know about the features and start using a benefits of the application	They will enjoy the advanced future of the application and forgot the disabilities	They will do some good things by suggesting this to other	They also get the steps that to be handled during new versions of the application
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	More information result in confusion	they may get disappointed due to the usage	They may even get addicted to this type of application	This application may not be useful for their friends and they get disappointed	This application may not be useful for their friends and they get disappointed
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	They get good ideas and information regarding advanced technology They get more suggestion from different peoples	they have an idea of using and good things application	Use of this application make the people more satisfied and happy	They have such a better experience good enough to teach this to their friends	This application may not be useful for their friends and they get disappointed

