Template

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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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.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Through online social media watch Advertisement The customer can search to see the details of handwritten digit recognition on some online platforms. They can search on some social media for handwritten digit recognition system. They saw the advertisement through some online platforms.	Register Login They need to register to create a new account. If they have already registered, then they can login by giving their credentials.	Access the dashboard Experience a multiple option Upload a handwritten digit image Select one from the multiple options as per their requirements.	Using the logout option, they can logout from the website.	increase performance Better quality of experience Increase website visitors
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?	Word of mouth Recommended by friends Someone has suggested the handwritten digit recognition website. consults with trusted individuals share experience	They can interact with the website by giving a handwritten digit image for recognition After registering, they can access the site through a login.	The system can interact with the user by giving the predicted result as a digit. The system is able to give a predicted result in voice mode.	The website gives an error-free result. The website gives the predicted result. The customer got the required type of result.	Get reviews from customer. Share experience. Feedback form
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Identify the best website for handwritten digit recognition. They choose the best website as per their requirements. Looking for a secured website? I am looking for website that gives more accuracy.	Constantly check the site for new options that meet his criteria. Clarity about how to use a website	They learn how to upload an image in handwritten digit recognition. To completely analyze the features of this website. Their motive is to obtain a better performance from the website.	Their motive is to obtain an accurate result. Their goal is to get an error-free result. Utilize the ultimate features of the website	Customer success rate User satisfaction
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	If they get the best website, they feel delighted. They feel happy when they select a good website. People get motivated if the review rating is high.	They feel happy when they see the user interface is simple. They get excited by experiencing that the registration process is simple.	Better accuracy Good performance They have a good feeling while using this website.	Better performance Effective and quick result Less waiting time	They can share their good experience with this website with their friends. They can use again
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	It is a time-consuming process to search for a good website. Some websites offer good accuracy, but they require a high amount. It is confusing to choose a good website if multiple websites are available.	They get irritated if the registration process requires more time. They get frustrated if they get an e-mail from the website after a long time as they have registered.	did not have a longer time to predict. Error free result. There is a difficulty in understanding handwritten digits.	Predicted result cannot saved. The predicted result cannot be recovered.	Less recognition time. They expecting additional features. They want better accuracy.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We are searching for a website online. We take friends' suggestions who are already using the related website. Compared to related websites for new features	Faster response Very nice interface	Existing users can suggest the website contain a voice mode Improve the recognition time Quickly detect image	We can add a restart button We can add a logout option on the home page	Access anytime anywhere Available in multiple platform

Need some inspiration?

See a finished version of this template to kickstart your work.

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