



# 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

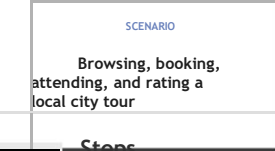




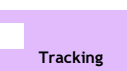



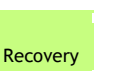








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 **Document an existing experience**  
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario

<div><p><b>SCENARIO</b> Browsing, booking, attending, and rating a local city tour</p></div> <div><p><b>Steps</b> What does the person (or group) typically experience?</p></div>	<div><p><b>Entice</b> [place]</p><p>How does someone initially become aware of this process?</p></div> <div><p>About this app</p><p>People can view and learn about this application from the description of the app.</p></div>	<div><p><b>Enter</b></p><p>What do people experience as they begin the process?</p></div> <div><p>Tracking</p><p>As soon as the user enters the input tracking should start.</p></div>	<div><p><b>Engage</b></p><p>In the core moments in the process, what happens?</p></div> <div><p>Detection</p><p>Detects the situation like when expense exceed over the income.</p></div> <div><p>you are documenting,</p></div>	<div><p><b>Exit</b></p><p>What do people typically experience as the process finishes?</p></div> <div><p>Recovery</p><p>Save the person from exceeding the budget.</p></div>	<div><p><b>Extend</b></p><p>What happens after the experience is over?</p></div> <div><p>After their experience the user feels safer in situations that they can detected quickly.</p></div>
<div><p><b>Interactions</b> What interactions do they have at each step along the way?</p><p>People: Who do they see or talk to?</p><p>Places: Where are they?</p><p>Things: What digital touchpoints or physical objects would they use?</p></div>	<div><p>User can intract with the admin by using help section.</p><p>User can make use Gmail for notification</p></div>	<div><p>Admin should monitor whether it works perfect.</p></div>	<div><p>Notification will be provided when user exceeds the budget.</p></div>		
<div><p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p></div> <div></div>	<div><p>Track their expences.</p></div>	<div><p>Helps me to spend money without discomfort</p></div>	<div><p>helps me to get help in case of discomfort</p></div>	<div><p>Help me in recovery from the loss of money.</p></div>	
<div><p><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div> <div></div>	<div><p>Comfortable and secure to use.</p></div>	<div><p>Spending money with this app is more exciting.</p></div>	<div><p>Fast response to the problem.</p></div>	<div><p>Feeling safe since the recovery.</p></div>	<div><p>suggest others about how safe the app is.</p></div>
<div><p><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div> <div></div>	<div><p>Frustrated when app gets hanged.</p></div>	<div><p>People think that their personal details might have sold.</p></div>	<div><p>Miscalculation by the system may cause issues</p></div>	<div><p>Time delay</p><p>Stress over the situation.</p></div>	<div><p>There is also the possibility of certain critical situations occurring.</p></div>
		<div><p>Dedection can be made quicker.</p></div>	<div><p>Response time can be improved.</p></div> <div><p>Analysed report is given in the form of bar chart or pie chart.</p></div>	<div><p>In case of exceeding the budget notification will be provided.</p></div>	<div><p>How the personal expense tracking app can be improved.</p></div>

