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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Need some inspiration?

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

Open example

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.

Project Name : Nutrition assistant Application

Team ID : PNT2022TMID49745

TIP

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

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?	User diet could be tracked Maintaining users calorie value Customer can able to keep track of their diet Diabetes people can maintain their schedule	Better UI and responsive UX design is well structured	Enter their details View results	View their calorie value	Scheduling and maintaining users diet
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?	Through app, People can interact with nutritional analyst They can interact in this app using internet	People interact with the server and get the valid result By using app camera we can scan the food	Customers interact with UI to know about their nutritional value Customers will engage with the software	People interact with the server and get the valid result	Customers will follow the diet and lead a healthy life
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	To avoid the variety of diseases. Help to learn the nutritional content of the food	Helps to get an idea of my daily food consumptin. Get infomation on his daily dietary intake	Help me assist in knowing the nutritional content of the food Give proper diet suggestions	Help me get an idea of my daily food consumption	Help customers to assist how much calories they intake on daily basis
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer feels happy if he maintains a healthy diet He feels delightful to get a proper nutrition assistance	Customer gets motivated if he find change in his body condition He enjoy the change in his lifestyle	He feels delightful to get a proper nutrition assistance Customer gets motivated if he eats low calories food	He enjoys the change in his lifestyle	Customer feels delightful when he is better with his physic..
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	They get disappointed if they don't see change in their body condition Users find it helpless if the calorie value is not accurate	Customers get unsatisfied if they get wrong diet suggestions They feel bored if they get the same recipes	They get disappointment if they don't see change in their body condition Users find it helpless if the calorie value is not accurate	Customer get unsatisfied if they get wrong diet suggestion	Customer feel frustrated if he doesn't see change in his physique due to incorrect prediction
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Detecting all the food that is nutritional or not Accurate nutrition processing of the image	Customizable meal plan for an individual Identifying the calories percentage in food	Accurate nutrition processing of the image Correct estimation of calories	Balanced diet plan	Suggest proper exercise to reduce weight