

Project Design Phase-II

Customer Journey Map

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

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?

Visit the website

A customer compares to the predictions of our website

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me to know about rainfall

Help me to understand the predictions

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It is a user friendly web application

Data visualization gives the confidence to prediction

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes enter the inconsistent inputs

People express a lot of fear of commitment of this step

Areas of opportunity

How might we make each step better? What ideas do we have? What has other customers?

Increasing user accuracy

Increasing model accuracy

Provide a simple guidance to avoid common mistakes

TIP

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

How to get familiar with it

Login or register

Email confirmation

Enter username, Email and check the predicted rainfall

Choose a specific region to get predicted result

Explore various visualization

Log out of the web application

Share some personalized recommendation

Use the mobile phone use other mental prediction

Explore steps and social media contents

See the user manual content and know about it uses

Know About the all controls and options present in it

Help me get through the registration part without too much trouble

Help me feel confident about rainfall

Help me to get clear visualizations

Help me to get more accurate prediction

Help me to avoid any cost loss

Help me to get future alerts and heavy rainfall warnings

Customer about the accuracy of prediction

Customers can be made step

The various levels of predictions is useful

Read from several people that the weather alerts were essential

It shows the relevant metrics and warnings

prediction results can be made step

Effective feedback

Customers can be made step with predictions

Tripulation about the prediction

Several people expressed "Information Overload" as they browse

Website disruption in local areas

People expressed apprehensions about finding their prediction

People that past presents to predict the weather

Customer express feeling more helpful

Increasing user visualization

How might we today eliminate customer problems?

How might we respond to customer feedback, etc., along with others