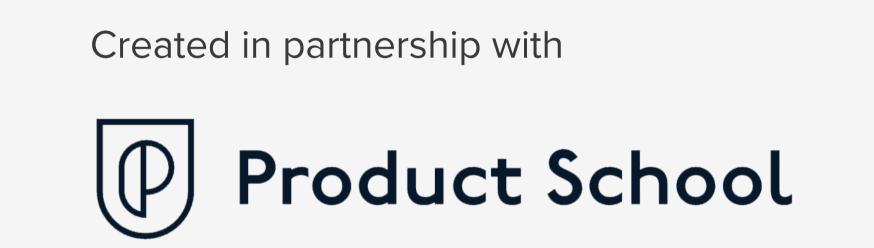


Customer experience journey map

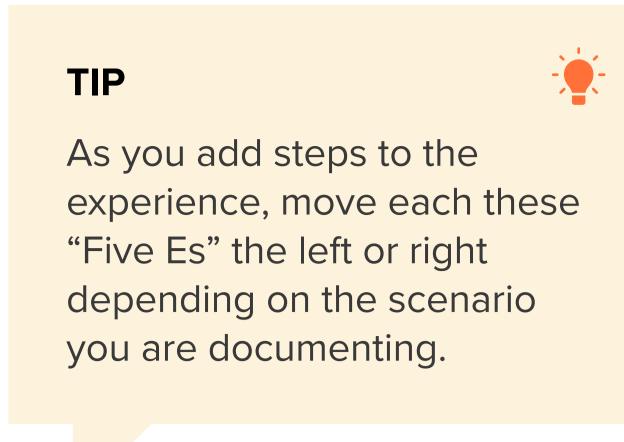
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.





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	Entice	Enter	Engage	Exit	Extend
local city tour	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?	DOWNLOAD THE APPLICATION CREATE AN ACCOUNT after downloaded	FILL THE DETAILS fill the details of	PROVIDE SECURITY ACCOUNT ATTACHMENT DETAILS BUDGET MAP SELECTION	LOGOUT	GET LOGIN DETAILS
	where from app store or google play after downloaded they have to create an account	the person occupation and salary details	give terms & user can create condition proivde the their own plan according to their app customer details user can create their own plan according to their convinece		
What interactions do they have at each step along the way?	they can interact with the experts they can done in both offline Fonline	USER FRIENDLY IMPRESSIVE	EXPERT ADVICE REPORT		they can get attach to the people
People: Who do they see or talk to?Places: Where are they?	they can use their phones ,laptop	every time any	provide an provide an		
Things: What digital touchpoints or physical objects would they use?		guidendence needed it can provide the customer an good infrastructure	report and plan that thy prefer to choose		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	INVEST MONEY SAVE MONEY	BUYING STOCKS	get knowledge about stock market and funds the financial status of them		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	they are like spend money in hoildays with safe budget		the know the planning stratergy	financally stable person	positive and budget friendly person
motivating, actignitial, or exciting:			emergency funds		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	they can become frustrated and time-consuming				
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	they can knowlede about investment andthier own budget they can aware about the stock prediction knowledge		they can get finacial buy an more lands and bulid budgeting knowledge balancd person	holding oppuratunity	