

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.

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

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?

Awareness in school, colleges regarding disaster

can telecant through television, Internet regarding disaster to the peoples

can form a group regarding and can do a announcement especially in tribe areas

can advertise about such appt to the peoples so that they can access easily.

It can predict the disaster

radar map is used to detect some disaster like tornado, etc.

shows accurate location of cyclone

Tracking and analyzing may also be used.

climatic changes

environmental changes

vanishing of buildings, trees lands

poverty may exist

stay updated

peoples won't panic for the situation

warning to the people regarding disaster

avoid accuracy of errors

medical and emergence preparedness

peoples won't panic for the situation

Executive information system to support wildfire disaster declaration.

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?

It can sense or classify disaster in that of pervious year censuses

Develop mutual aid and assistance agreement.

They use webcam to classify each disaster

Rehabilitation

Through social media via internet

user interface

can classify using multilayered neural network

It can be speed and level of accuracy

detection based

By classifying can reduce the damage

wildlife protection

By classifying can aware of each disaster

accuracy classification of disaster

Goals & motivations

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

Analyse and classify the intensity of cyclone

Giving information to farmers about cyclone

helps to remove damage infrastructure

helps to minimize economy disaster

helps to develop pollution control emission

helps to deal with climatic changes

creating awareness of natural disaster

Positive moments

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

Peoples may live a stress free life

Rebuilding effort

Limited exposure

increase more recovery

creating a infrastructure to plant more trees

Negative moments

people loss their life

Loss of utilities

Loss of their lives and people may go for depression

fear about the natural disaster

people lose jobs

Areas of opportunity

How might we e each step better? What ideas we have? What have others suggested?

We can estimate future losses by conducting a risk assessment.

can plan to warn the peoples

Clean up and check after dealing with it

Plan for alternate location

Reduce the level of inequality

Ensure timely and effective response to disaster

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