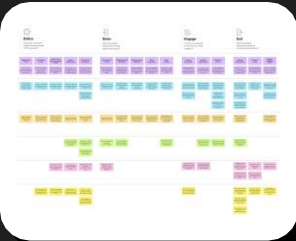


Customer experience journey map

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.

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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 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 in 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?	<div>User diet could be tracked</div> <div>Maintaining users calorie value</div> <div>Customer can able to keep track of their diet</div> <div>Diabetes people can maintain their schedule</div>	<div>Better UI and responsive</div> <div>UX design is well structured</div>	<div>Enter their details</div> <div>View results</div>	<div>View their calorie value</div>	<div>Scheduling and maintaining users diet</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Through app, People can interact with nutritional analyst</div> <div>They can interact in this app using internet</div>	<div>People interact with the server and get the valid result.</div> <div>By using app camera we can scan the food.</div>	<div>Customers interact with UI to know about their nutritional value</div> <div>Customers will engage with the software</div>	<div>People interact with the server and get the valid result</div>	<div>Customers will follow the diet and lead a healthy life.</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div>	<div></div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div>	<div></div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div>	<div></div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Detecting all the food that is nutritional or not</div> <div>Accurate nutrition processing of the image</div>	<div>Customizable meal plan for an individual</div> <div>Identifying the calories percentage in food</div>	<div>Accurate nutrition processing of the image</div> <div>Correct estimation of calories</div>	<div>Balanced diet plan</div>	<div>Suggest proper exercise to reduce weight</div>