

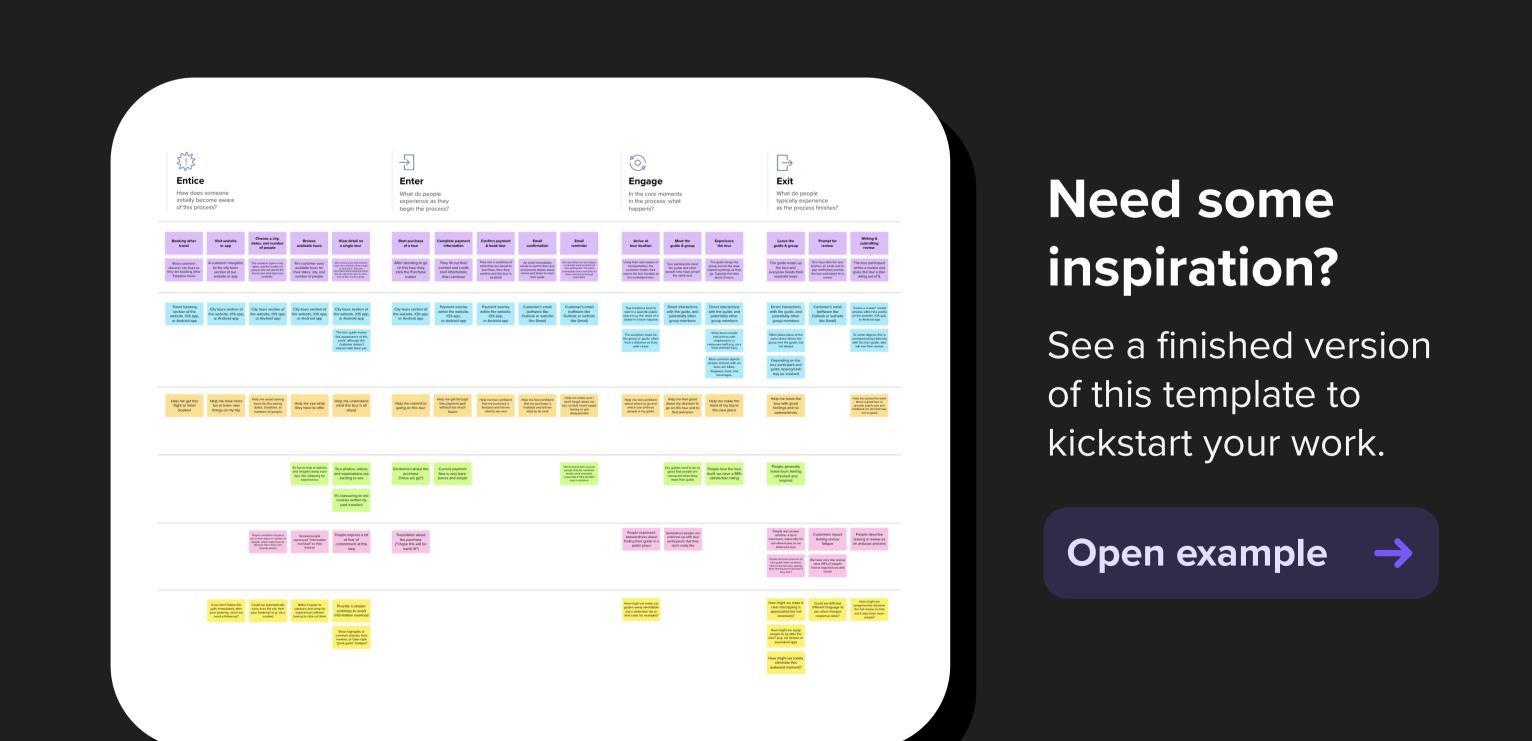
Customer experience journey map

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 w

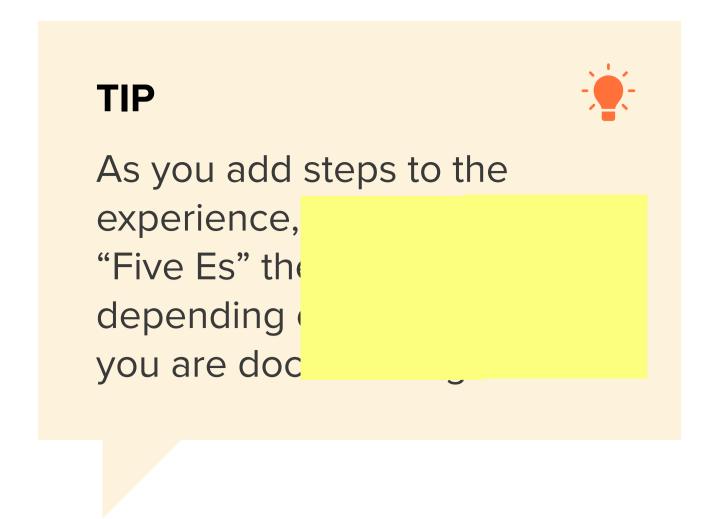
Product School





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.



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?	check the status (above threshold, threshold, below threshold) bins filling depend on the area where the bi s are placed check the level of bin check the weight of bin check the weight of bin check the weight of bin the weight of the bins depends on the material the weight of the bins depends on the material the person should be trained and should be aware of the status the collectors should be in the within the range	confirm authority username confirm authority pssword complete training and knowledge about the system identify the process is completed or not training is necessary for the effective and efficient work for effective result	collects the bin collectors collectors collect bin when authority alert report to the authority wait for the alert collector report about the status wait till the next alert	the work becomes simple bins have been removed report the status removed at correct time helps in health care whether the work is completed?	how efficient the system is? the improvement and update for the system depend on the rating and suggestion the upgradability takes place
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?	cloud services or android app the authority and the collector gets experience directly the people and health care are experience indirectly	identify the bin location identify the nearby truck identify the authority and collector identify the level and weight	the people engage with their work should be active	the status should be updated the authority should check the data collected	upgradability depends on people suggestion it depends on the collectors suggestion it depends on the authority suggestion
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	bins should be removed to avoid the garbage collectors affected due to the climate change	low cost efficient simple and easy to access	to get alert properly collector from should obey authority the authority	the process should complete within the time limit the people should have confident about the project	what the user done before? what the user should do after?
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	imagine doing each work how effective, efficient and simple	the man power is reduced	it is essential to have remainder for the collectors	the status of the work should be updated every day	it should have concern with the climate change
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	sometimes the authority did not notice the status results in problem	the authority may be can't contact with garbage collector due to network issues	the truck and collectors face some difficulties to reach the place or the person may be engaged with other areas	the authority and garbage collector should update their status to avoid conflict	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	the periodic collection of bins	toll free number for garbage collectors	how might make the bins identify easily?	how to eliminate the issues? how to manage the process in the climate changes?	how might the process is different from before to after? hoe might the people health care done?

