Template

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.

SCENARIO **Browsing, booking, attending, and rating a local city tour**	Detecting harmful gases	Creation of Web Application	Alerting users through e-mail or SMS	Notifying admin about leakage along with location.
Steps What does the person (or group) typically experience?	Setting up sensor in the model/device to detect the leakage of gas.	Setting up a connection so that once gas leakage is detected,it is reflected in the website.	The users must be made aware that gas is being leaked in their household/ industries.	To take immediate action to prevent damage,admins are notified along with the location.
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?	How much gases can it detect? What kind of sensor can be used?	Can it show the amount leaked? Can it display the permissible level of gases?	How long does the system take to alert the user? When does the system send alert message?	How does the admin reach the location? How many persons are available?
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to detect more gases using sensor Help me to detect the amount of leakage.	Display the amount of leakage in the website Display the permissible level above which leakage is harmful	Alert the user as early as possible. Alert the user when the leakage has crossed the permissible level.	Availability of persons if more leakages are detected. Notify admin with exact location.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is easy to detect leakage of gas with the sensor	In the Web Application,it is possible for both user and admin to monitor leakage	Alerting the user can help them to reach the spot early and prevent damage.	When the admin is notified with the location,he can send people to reach on time.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	If we design a model with sensor detecting one gas,it is expensive that many such models for each gas must be created.	If the website shows only gas is leaked without amount of leakage,its of no use.	Alerting even when there is a mild leakage is waste of time.	Availability of persons all time to reach the place in case of emergency.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We must design a model with sensor which can atleast three or more gases.	Design a web application which displays the leaked amount and danger level upto which leakage doesn't harm.	Alerting must happen only when leakage has crossed the level and make this happen even in offline or make calls when message is not seen.	Once notified,the admin must be able to send the person immediately to the place and notify even in offline.

Need some inspiration?

See a finished version of this template to kickstart your work.

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