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.

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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TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

	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?	Location of the child is updated	Frequent monitoring.	Use the application to establish a geo-fence around the child.	The application uses GPS technology to monitor the child and send a notification if the child crosses the geo-fence.	SCENARIO Browsing, booking, attending, and rating a local city tour	The caretakers or parents or the guardian's	The application sends a
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?	Design an application for usage by parents to ensure the child's safety/	The location verification	Interact with the parent		The child's location is frequently updated.	Constantly analyze and review the notification stating the location of the child and the parent can make use of it and find the child.	The application will send a and constant monitoring is turned off when GPS cuts or internet isn't available from the device user side.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Ensure the child safety and take care of child.	The people who use the application will have to click on the monitor feature to begin monitoring the	Prevent child from missing	When a missing		The location is sent.	Establish the geo-fence Geo-fence location is sent.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Tracking of child's location is very useful in determining the child's spot.		Frequent updates and bug fixes.	Upon finally detecting the location of the child finally the		The caretakers will get their child back	Notifies when child crosses geo-fence.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People find the process to be a little hassle as it is a		Constantly tracks child's activities that uses internet to show where the	Sometimes due to GPS issues some guardians or caretakers mayn't be able to track the child's location due to various issues.		Monitoring child	Application not available or accessible due to server issues.
Areas of opportunity How might we make each step better? What ideas do we have?	Push a notification when child leaves the geofence.	As the process end people will find means to get back their child.	At times when there is nobody around the child or when no one is there to ensure safety of child.	Constantly and frequently update the child's location.		Template	When the guardian isn't present.