

Customer experience journey map

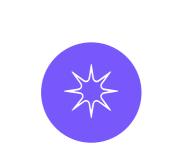
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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

better? What ideas do we have? What have others suggested?

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.

PHASES	Sensing &Actuation	PRECAUTIONS	NEED	COMPARISON	PA
Steps What does the person (or group) typically experience?	Incorporation of sensor to detect temperature and humidity If temperature is high buzzer will alarm	Sending alert message to the workers if the temperature is high	Need to improve safety from explosion due to high temperature	Similar products to conquer or detect temperature and humidity in more	S
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?	Sense the surrounding atmosphere and acts if there is high temperature	Analysing the sensor output and take precaution according to it	By the use of sensors predict the accident before it happen	Multi tasking and automation	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To create a fully functional industry specific intelligent temperature monitoring system	Secured	Helpful to avoid accident	High efficient compared to current using technology	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	High accuracy High secured Faster responce	High accuracy Faster responce	Improve safety	Acts before it leads to major accident	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Due to lack of awarness about it people doubt to get into updated version of the technology	Ignorance of message when spammed	Due to lack awarness people doubt it's function	Thinks that will take more time	
Areas of opportunity How might we make each step			Customer get safety from	Awerness	