

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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 **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.

	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div></div><div>To get a previous knowledge about heart</div><div>user credentials to create account</div><div>social media account verification for creating an account</div></div>	<div><div></div><div>user can create an account or login with available account</div><div>user explore the various features available in the application</div></div>	<div><div></div><div>medical info of the user is gathered</div><div>the collected data given to the system for analysis</div><div>based on the result from the system then displayed to the user</div></div>	<div><div></div><div>user Logs out</div></div>	<div><div></div><div>The result of previous user are stored</div></div>
<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>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
<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></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>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></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>	<div><div></div><div>seriousness</div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div>period of time maintenance</div></div>