

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.

Created in partnership with

Product School

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Need some inspiration?

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

Open example

PROJECT DESIGN PHASE - II

Team ID: PNT2022TMID29203

Project Title: Containment Zone Alerting Application

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><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Need for conatiment zone alerting application</div><div>Increasing urge to get preventive measures fromt the disease</div><div>User search for conatiment zone alerting applications to safeguard them from the disease</div><div>User wants to take preventive measures bu not entering the containment zones</div></div>	<div><div>Location permission</div><div>Creating account</div><div>Login</div><div>User enables location permission</div><div>The user enter the relavant details to create a account</div><div>User who already created a account will log in into the application</div></div>	<div><div>Containment zones</div><div>Affected cases</div><div>Location tracking option</div><div>The user will see the containment zone via Maps</div><div>The user will see the current status of count of affected cases</div><div>User will enable location tracking to prevent them from entering the containment zones</div></div>	<div><div>App runs in backgorund</div><div>Notification alert</div><div>The user will see that the application is running on background</div><div>The user will get a notification if he/she enter a contaminated zone</div></div>	<div><div>Safe</div><div>No tension</div><div>The user will feel safe</div><div>The user will not have any worries</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div></div>	<div><div>The user will see the application as a need to their dally life</div><div>It will be useful at anytime and anywhere</div><div>The GPS will be used constantly to get notified of entering the zones</div></div>	<div><div>The entering of details makes them feel safe because of the security measues used</div><div>ID will be saved for future logins</div><div>Turns on the GPS for continuous tracking</div></div>	<div><div>Containment zones on the way to any destination is showed</div><div>Helps to take safer route</div><div>Prevents from entering the zone</div></div>	<div><div>The application help them by alerting them</div><div>The GPS will be used constantly to get notified of entering the zones</div><div>The users location profiles are saved for future</div><div>Get updates about the cases and other related things</div></div>	
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me to get to safety</div><div>Help me to prevent me from entering any contaminated zones</div></div>	<div><div>Help me to create a account</div><div>Help me to have an application for my safety</div></div>	<div><div>Help me to track the location of myself and get alerted</div><div>Help me to see where are the containment zones</div><div>Help me to know about the cases in the region where I am currently</div></div>	<div><div>Helps me by not entering any zones</div><div>Helps me by getting a notification when entering zones</div></div>	<div><div>Helps me by providing accurate information</div><div>Helps me to track the zones I entered</div></div>
<div><div></div><div>Positive moments</div><div>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>
<div><div></div><div>Negative moments</div><div>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>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div></div>	<div></div>	<div></div> <div></div>	<div></div>	<div></div>