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| **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    **[Share template feedback](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)** | ✴  **Document an existing experience**  Narrow your focus to a specific scenario or process within an existing product **TIP**  or service. In the **Steps** row, document the step-by-step process someone As you add steps to the  typically experiences, then add detail to each of the other rows. experience, move each these  “Five Es” the left or right  depending on the scenario you are documenting. | | | | | | | |
|  | **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **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? | **Browse for Search for support knowledge base for**  **issues**  For resolving the Self resolving for a customer facing the specific problem  issues | **Raising an issue Raising an issue**  Bringing the Bringing the  unsolvable unresolvable  problem problem | **Waiting for Taking time for the**  **response agent to respond**  Remaining patient to Waiting for the  receive the response specific agent to respond | **Closing the ticket Finalize the ticket closing**  Completely closing Either solving ticket the tickets after or closing the time  solving consuming tickets | **Personalized Recommendation**  After experiencing our user friendly website , the customer can share information. |
| **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? | Customer Dashboard of the application  Chat bot , email support | Customer and Source Application Administration  Chatbot , Email support | Customer and agent Customer care  Email Notification | Customer, Customer care  administrator and application  agent  Ticket closing | Customer Email |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Problem to be  solved 24 \* 7 support | Fast resolving and Flexible support form Time managed Application | Solving the issue on All time support time | Managed time for Flexible Navigation accurate response | Help Customer get solution for the problems |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Solution Received at a Quick moment | Memory responding to Customers | Most experienced agents | Managing the utilization of customer time | Agent should solve the Customer's problem |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Delayed Response | Not responding | Time out ticket causing to ticket closure | Making false customer Tickets | Waiting an hold for too long |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Adminstrative Delayed response  routing automatic ticket  response | Automated Timed response navigation mapping | Time consuming Speed Responding Ticket evalution | Automated Ticket Administrated System failure , Data Closure routing loss resolving | Offer fast support Reduce waiting time |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  **[Open example](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace)** |  |  |  |  |
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