

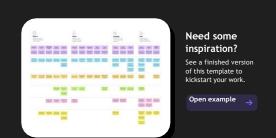
## Customer experience journey map

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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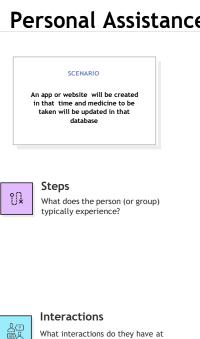
## Personal Assistance for seniors who are self reliant..

**Entice** 

How does someone

of this process?

initially become aware

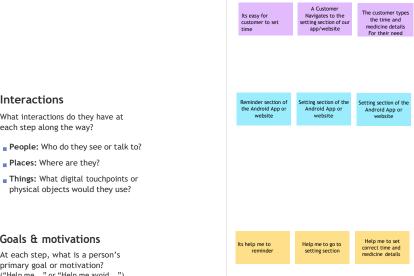


each step along the way?

Places: Where are they?

Goals & motivations At each step, what is a person's primary goal or motivation?
("Help me..." or "Help me avoid...")

Things: What digital touchpoints or physical objects would they use?



It gives comfort for a patient to take medicine

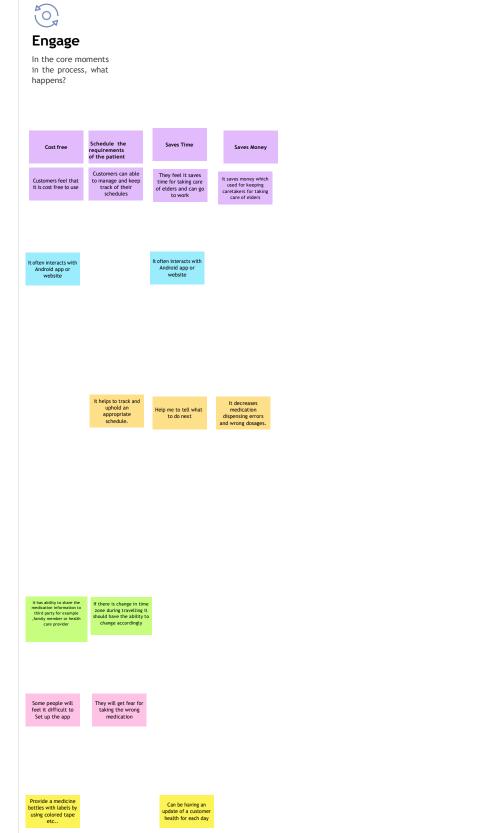


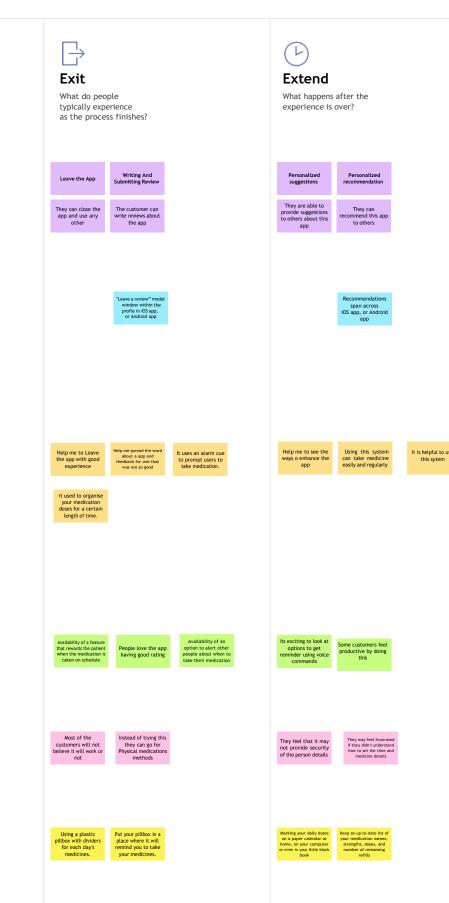
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Enter

What do people

experience as they









What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?