

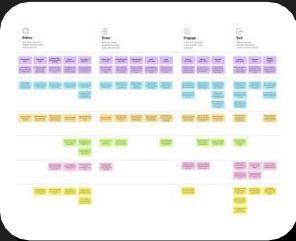


# Customer experience journey map

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

 Share template feedback




Need some inspiration?  
See a finished version of this template to kickstart your work.  
[Open example](#) →















## 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.

**TIP**  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.



<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div></div> <div>A source of ignition is anything that has the potential to start a fire .</div>	<div>consumers have accepted the product in the market and customers are beginning to truly buy in . market for the product is expanding and competition begins developing</div>	<div>Detecting fire and identify where it started</div>	<div>Fire has spread over much if not all the available fuel . Temperatures reach their peak .</div> <div>Resulting in heat damage . Oxygen is consumed rapidly</div>	<div>Usually the longest stage of a fire. Putting an end to the fire .</div> <div>They characterized a significant decrease in oxygen or fuel .</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <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>Forest Officer</div> <div>Forest area</div> <div>Web camera</div>	<div>Interact with video frame camera for collecting images.</div>	<div>Identify the fire</div>	<div>Detect forest fire</div>	<div>After detect forest fire, forest fires will be extinguished</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</div>	<div>Fire removes low Growing underbrush Cleans the forest floor of debris</div>	<div>Opens it up to sunlight Nourishes the soil</div>		<div>Fire frequencies determine the over storey of coniferous composition Besides developing a natural space among the stands .</div>	<div>It plays a role in recycling nutrients from the ground - layer vegetation and litter to the over storey trees. Thereby counteracting the infertile substrates and arrested decay</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>More precise It control spark timing It improve engine efficiency It improve efficiency and performance</div>	<div>The major factor that influence the fire growth are fuel arrangement ceiling height, length/ width ratio, room insulation, size and location of openings, heating- ventilation-air conditioning operation</div>	<div>The major factor that influence the fire growth are fuel arrangement ceiling height, length/ width ratio, room insulation, size and location of openings, heating- ventilation-air conditioning operation</div>	<div>They kill harmful insects They clear away diseased trees They make way for new trees The ashes add nutrients to the soil</div>	
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>We consider that some sophisticated require three key components to ignite and eventually spread - fuel, heat and oxygen. These components are commonly referred to as the fire triangle</div>		<div>Wildfires can disrupt transportation, communications, power and gas services, and water supply. They also lead to a deterioration of the air quality, and loss of property, crops, resources, animals and people</div>	<div>Human carelessness is the biggest factor contributing to wildfires</div>	<div>Fire detection systems has many limitations, such as the limited amount of energy, the energy required for data processing, the short range of communication and limited computations, the complexity of ML algorithms when executing on sensor nodes</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>high-resolution static cameras fixed on the ground</div> <div>unmanned aerial vehicles (UAVs)</div>				<div>Helpful for future</div>

