

## 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





## 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.

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

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?	Enter the app  Get the result  User sees what the website app them	New user can sign up/Old user can log in to get their profile  New user will get a verification mail and OTP on their registered mobile number	User uploads the image  The image get upload and gets analysed  The result get displayed after the analysation	The user can sign out of the account after getting the results	Rating/ Feedback  Asks for the experience of the user if
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?	Dashboard engage with specialists	User's mail like google,outlook and phone number  Edit the profile details	Uploading of image in the specified format  The user gets the analysis of the specific fruit	The user logs out after getting their reports	
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Nutrition analysis	Help to create a profile Profile Profile Help to access the profile	Help me to upload image  Help me to read the analysis	Help me to log out	Help me to give feedback
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Free access	Free easy registration	Free unlimited analysis downloads		
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?			100% accuracy is not guaranteed		We have very low review as arduous process
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Easy analysis			How might we progressively disclose the full review so that each step feels more simpler?	How might we help people remember things they have done in the past?