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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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.

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?	**Upload image** User upload the image which he/she want to process **View the result** The user will get the processed iamge from the trained data set	**Processed iamge/ information** [caption describing what someone typically experiences during this step]			
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?	User interface is used to interact with people and model Interact with IBM cloud Interact with Data Set				
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	[Goal or motivation] [Goal or motivation]				
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	[Description of a positive moment]				
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[Description of a negative moment]				
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	User in medical for diagnosis used in "Gestix"				