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.

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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?	The user should access our website or mobile application. The entire process is accessible to the user from any location. Verify that the tools being utilised are in perfect working order.	The user should login the app using the same number or mail In the dashboard we can check the efficiency of the system being used	Notices of Danger The pick-up hand sorts the many waste types. Every time there is a system error, the user is informed. Segregation of waste	Providing feedback Efficiency of waste treatment	Reduce, Reuse, Recycle
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?	Mobile applications to track the entire system By attending awareness programs regarding this whole process Smart waste management is quite helpful for both municipal corporation and area citizens	Check the working of the whole system Monitor the recently trash collected area	Notify the number of containers holding rubbish.	System analyze	Conceive of more effective routes for the garbage collectors.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Optimization of waste collection Disposal system of avoid scenarios of waste over flow	They are able to monitor the system remotely They can request or report area garbage can is full	Lack of recycling facilities in the area and the time and effort needed to use them.	Depending on the reviews, provide suggestions for improving the system	Reduces the load on landfills, protects natural resources, and reduces energy use.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Prevention spread of hazardous disease Reduced congestion and carbon emission	Modern technology makes this whole process simple Reliable technology helps to ease the work	It protects the environment from the harmful impacts of organic & inorganic waste elements.	Resulting in reduced emissions and labour	An 80% reduction in the amount of waste collections required
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Network connectivity issues may occur Non uniform of waste in bins	Some people may find it hard to understand the process Complex interface cause problem in usage	Locations are very prone to bacterial and fungal growth, which causes a variety of ailments.	Harm Towards Animal and Marine Life	Insufficient Investment in Waste Management.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	To mange waste in metropolitan cities Meeting your environment obiligation	By this the environment can be kept clean Preventing of new infection	Analyzes past data gathered by sensors and databases	Utilized to determine and improve driver routes	It is more practical to gather rubbish efficiently with IoT-based waste bins.

Need some inspiration?

See a finished version of this template to kickstart your work.

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