# 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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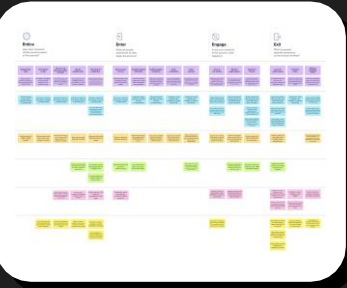
Need some inspiration?

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.

	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?
SCENARIO Browsing, booking, attending, and rating a local city tour					
Steps What does the person (or group) typically experience?	the design app application for monitor the children / check wheather child in inside geofence	begins to alert the parents child's location	location of child send periodically	alert will be sent when the child remove the device	the total activity of the child is avilable to parents
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?	children's exact location will be update / incase of emergency will call connect parent and police	regular updates / they can create a geofence	the conditions of the caretakers and the guardians recording the safty of the child is met	the parents will receive the alert and notification of from the child	the location verification and notification will be cut off in case of no internet or gps
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	prevention of child being getting lost	the respected parent's click on the monitoring button then start	ensures the safty of the child	notifying when child crosess geofence	sends the location of the child with the geofence
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	peaceful parent / child taken care without caretaker	the tracking device used for child current location	user friendly &frequently updates itself	parents dont worried or tensen	the parents will be get their child back
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	GPS location is not proper / alarm sound low	entering so many details is a troublesome process	regular update not sent and message along with location not send	it reduced parents monitoring time of children	if some issues arises in hardware or software at that time the parents can't know location of child
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	alarm sound along with message / notification to security force	the another method is sending the message and calls	some times when there is no parent near the child	As the process ends the parents will pickup their child	location and activity details are stored