

## Customer experience journey map

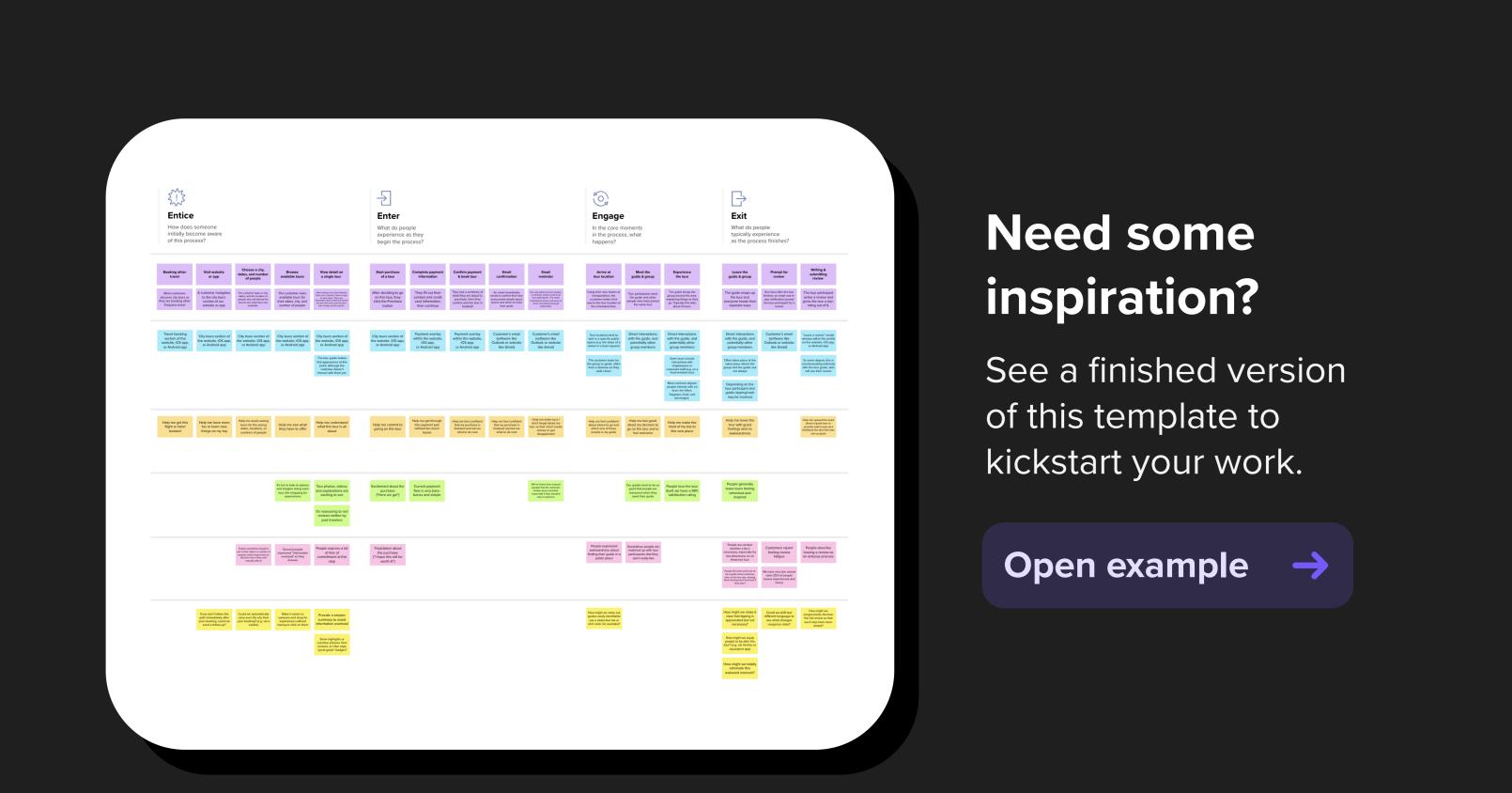
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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

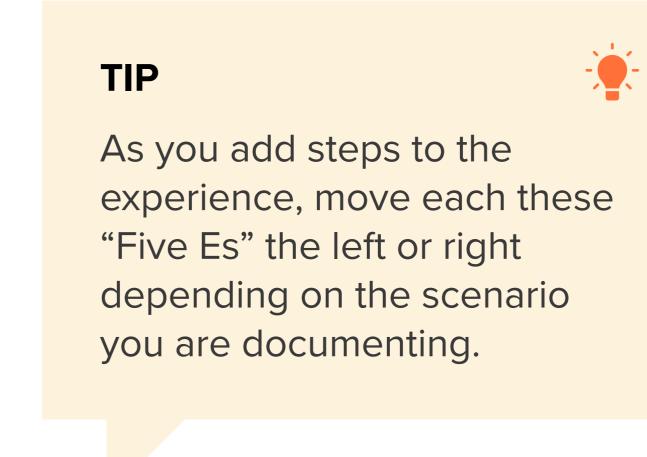
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## Document an existing experience

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.



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?	Reduce Navigation and Search Time  Customized Product Search  Recommends Suitable product based User queries  By Enabling Chatbot with Filter Option reduce time	Login / Signup Page  Search through Chatbot  User must log in/ sign up to buy their Desired/ Required product  Chatbot need to answer a few questions asked by the user and get the perfect recommendation within minutes	Recommends most preferred trending products reviewed by other users  Add to Cart  The desired product can be added to the cart for the buying purpose	Add product to the cart and proceed to Payment  Payment  Payments can be done via online payment or Cash on Delivery User receive order confirmation via SMS/Email/chatbot	Reviews and Fedback  Once the Product is received by the user, the user can give reviews and feedback about the Product  Updation and Notification  User receives Notifications and Updates via Email
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?	People share their experience of chatbot interaction  The website will intimate the user about chatbot  The website uses Pop-up notifications to notify the chatbot feature	The user will feel comfortable while interacting with the chatbot  The user can use text or directly speak to the chatbot for interaction	User queries the chatbot regarding products  User will select the desired product from the recommended items and add them to cart  Chatbot recommends several products to the user based on their queries and interest	User can order the product from the cart  Chatbot redirects the user to the payment gateway  After payment the chatbot will send the order confirmation	The user can share his/her experience through feedback  The user will be able to communicate to the customer care agent  The user will receive a email regarding his orders
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Advanced navigation and search functions	Chatbot helps to guide user towards purchase much like a personal shopper	Reviews helps user to make purchasing decision and gain trust about the product	Payments provides Easy checkout, impulse purchase, Payment gateway and Security	User feedback helps to reveal their level of satisfaction and marketing teams understand where they have to improve
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Feels Good to save time Curious about the product	Excited to use chatbot User friendly and Easy to use	Satisfied with the Recommended product  Feels very good to order Product which Desired	Happy to Order Desired Products  Easy Payment option makes user feel at ease	Happy to give positive feedback  Excited to see more Trending products and New fashioned product
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Need Network Higher Capacity for Facility Misunderstanding	User often forget which username and password they've used here.  Limited Response	Disappointed when the Recommended Product is Unavailable  Frustrated when Quality of Product is not Satisfied	Customer get confused whether the needed product suitable for them	Irritated getting Unwanted Notification
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Create Easy Customization  Provides product with low cost and high quality	Easy Login/Signup Features  Easy to use chatbot for Easy Customer Experience	Create Chatbot With Smart Filters  Higher Quality Products in the Top categories	More Payment Option  Verify two step authentication for the payments	Encourage them to leave a review on the app  Create the tracking Interface where user can see each stage of order from preparation to delivery

