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.

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?	Surfing internet ESSAY TO ACCESS THE WEB PAGE CHECK FOR DETECTION	Every detail about the app USER CAN MONITOR THE TEMPERATURE AFTER ENTERING USER CAN MONITOR THE TEMPERATURE AFTER ENTERING Once the fre is detected the customer receives the notifcation	AUTHORIZED PERSON WILL BE ALERTED BY MESSAGE The imported sensors are always watching the system keenly	PROPERTIES & LIVES WILL BE SAFE AND SECURED No fire damage every details about the fre cause	Information about the building Avoidance damages FIRE WILL BE EXTINGUISHED EASSILY
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?	Can setup the technical setup for the customers USER MUST OVERCOME THE FIRE DETECTION IS MOTRE ACCURATE	Personalize the website for customers CAN SETUP THE TECHNICAL	explaining about the easy access of the project explaining about the easy access of the project	The sensors imported in the technical setup is connected ADMINS CAN ONLY ACCESS	The extinguishers will automatically turn on PROFILE APPLICATION WILL BE UPLOADED BY COMPLETE EXPERIENCE
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	MAKE SMALL & VALUABLE DECISIONS The customer accessing the website	CUSTOMER INSTALLS THE FIRE MANAGER APPLICATION The customer accessing the website	Technical setup to be monitored SENSORS CONNECTED TO THE TECHNICAL SETUP	THE NOTIFICATION DIRECTLY ALLOWS THE EXTINGUISHERS TO CONTROL Once the customer touched the notifcation the control measures starts	The access is made though the notifcation correctly WITH THE HEL PROPER GUI THE NOTIFICA IS ACCESSE
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The customers are active to setup the technical setup SYSTEM SATISFIES THE CUSTOMER	he customers are enrolled with the website MONITORING FOR 24/7	CAN BE NAVIGATED TO THE WEBSITE the prevention is done with the help of the notifcation	The customer quickly access the message easily USER LIKES REMOTE ACCESS SYSTEM	At once the prevention is started, the control measures are completed fast ALL THE LIVES A PROPERTIES AR SAFE AND SECU
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	LACK OF AWARENESS Customer being doubtful about the device	LACK OF CUSTOMER EDUCATION The customers are not patient enough to completely set the technical setup	The customer needs support at the same time affraid SOME CUSTOMERS ARE MONEY CONCIOUS	Once the customer is aware of the notifcation he/she can overcome his/her problems faster CUSTOMER SHOULD QUICKLY ACCESS THE NOTIFICATION EASSILY	THEY WERE NOT AWARE OF THE VOICE ALERT & notifcation The customers wa to safeguard ever properties withou fail
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Making the customer use the product without hesitation TO GET THE ATTENTION OF AUTHORITIES	The extinguishers should automatically functionate to prevent the entire property PREFER USER FRIENDLY MODELS	WAITING FOR ADVANCED SYSTEM The monitoring sensors should be connected to the app	EXTERNAL CONTROLS BY FIRE FIGHTERS The monitoring sensors should be connected to the app	The implementation should be done faster The monitc sensors shou connected t app

Need some inspiration?

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

Open example