



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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>										
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Through Social Media</div> <div>Randomly while surfing user will come across or recommendation</div>	<div>Discus with friends</div> <div>While having a conversation with friends user will discuss</div>	<div>Excitement search</div> <div>Now with curiosity user will search on internet</div>	<div>Web Application</div> <div>With curiosity user will enter the web App</div>	<div>Checking features</div> <div>With curiosity user will go through and learn</div>	<div>Understand</div> <div>Now user will know the feature and understand the work flow</div>	<div>Apply</div> <div>User will try to use it at least for once</div>	<div>Realize the features</div> <div>User will realize the features and uses it regularly</div>	<div>Learn more related</div> <div>User will understand the applications where it can use</div>	<div>Wants to engage and discuss</div> <div>User will engage and try to discuss</div>	<div>Recommendation</div> <div>Now user will recommend through social media</div>	<div>Review</div> <div>User will comment it and give suggestion</div>	<div>Uses of it</div> <div>The user thinks about the usage of the application to his community</div>	<div>Suggestions</div> <div>The user tries to give some feedback/ suggestions for new features that can be added to the application</div>	<div>Through Social Media</div> <div>Through Social Media</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>People</div> <div>Sees link or post or message</div>	<div>Places</div> <div>Social media platform</div>	<div>Things</div> <div>Mobiles, Tabs, Laptops, Desktop</div>	<div>People</div> <div>With an interactive Interface</div>	<div>Places</div> <div>At amazing web App</div>	<div>Things</div> <div>Mobiles, Tabs, Laptops, Desktop</div>	<div>People</div> <div>Changing the hand signs into text</div>	<div>Places</div> <div>At the Processing page</div>	<div>Things</div> <div>Mobiles, Tabs, Laptops, Desktop</div>	<div>People</div> <div>The End Result</div>	<div>Places</div> <div>Sees the text that converted from image</div>	<div>Things</div> <div>Mobiles, Tabs, Laptops, Desktop</div>	<div>People</div> <div>Comment Page</div>	<div>Places</div> <div>At the comment or suggestion page</div>	<div>Things</div> <div>Mobiles, Tabs, Laptops, Desktop</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to find something new</div>	<div>Help me avoid useless content</div>	<div>Help me to surf on your site</div>	<div>Help me avoid lost in path</div>	<div>Help me to change my hand sign into text</div>	<div>Help me to learn the basic hand signs</div>	<div>Help me to use it efficiently</div>	<div>Help me to suggest to others</div>	<div>Help me to learn more about hand geastures</div>	<div>User will help his or her friend</div>					
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>User gets excitement about some thing new</div>	<div>Wants to pay a visit with curiosity</div>	<div>Gets an amazing user interface</div>	<div>Feels user interface as friendly</div>	<div>Trying something new (hand sign recognitions)</div>	<div>Feels astonished about the work flow</div>	<div>Wants visit again</div>	<div>Gives good review and suggestions</div>	<div>Feel to suggest to the friends</div>	<div>Feels fulfilled</div>					
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Should i believe this recommendation</div>	<div>What if is unreal</div>	<div>Will it cost</div>	<div>If then What it cost</div>	<div>User will get angry when they don't know the basic hand sign</div>	<div>How long it would it take</div>	<div>Where should i learn the hand signs</div>	<div>User gives suggestions to negatives he faced</div>	<div>Discuss with friends the prob he faced</div>	<div>Gives thought about his feeling towards web app</div>					
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Try to aware of this software in more efficient way</div>	<div>Gives them a hope to believe us</div>	<div>To provide a tour option to new users</div>	<div>Teach them the basic hand signs</div>	<div>Try to make it in real time</div>	<div>Reduces the time consumption</div>	<div>Improvise the overall performance</div>	<div>Make the users to feel satisfied</div>	<div>To get the feedbacks and try to improve those</div>	<div>Make the process easier</div>					

