



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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Team ID :PNT2022TMID33091

Document an existing experience

Narrow your focus to a specific scenario or process within an existing p 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?		
<div>Steps What does the person (or group) typically experience?</div>	post on social media	After sign up into the website they are directed to dashboard	Design of dashboard	Check the availability of beds Get to know about medical staff	Booking of bed Prompt for review	personalized recommendation	
<div>Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	They can view the dashboard Dashboard available 24/7 in the hospital website	They can interact to medical staff	They undergo the treatment according to their disease Bed is allotted after registering	Accurately predicting length of stay Cure for their diseases Customer e-mail	Feedback Rectifying mistakes based on feedback		
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	To give clear idea about beds available	To allot beds as per required	To give best treatment	Healthily going out of hospital	satisfaction of treatment and bed allotment		
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	Easily accessible dashboard	Customer can view the data visually Check availability of beds Customer engagement based on data available	Some customers like direct interaction so far then it is helpful By predicting the length of stay beds available can be easily updated	creating a Unique Experience Increasing Customer Satisfaction	Recognizing Opportunities for Growth		
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	Too much information	Customer can test hypothesis Accessing wrong data set Dashboard taking more time to respond	Human error may happen Inproper communication between hospital and customer	Customer dissatisfaction due to error	Customer can take more insights		
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	Provide simpler summary to avoid information over load If you don't follow this path immediately after your booking could you send a follow up?	Providing tips on how to use dashboard	Easily showing the beds allotment	How might we equip people to tip after the joining?	Implementing the feedback		

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As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.



Need some inspiration?

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

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