

## Customer experience journey map

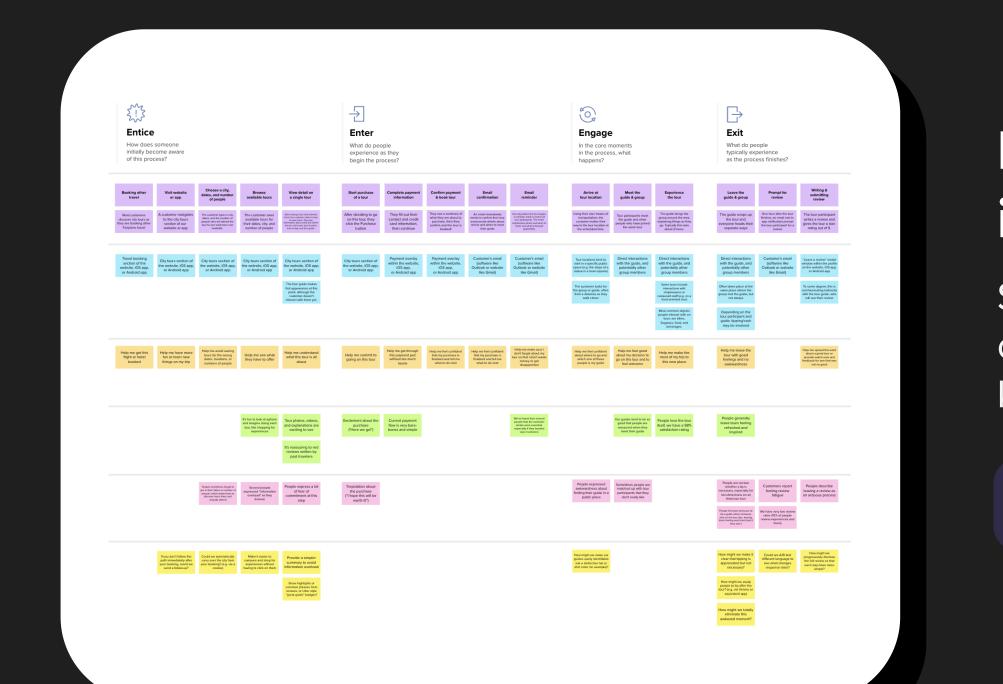
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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 w

Product School

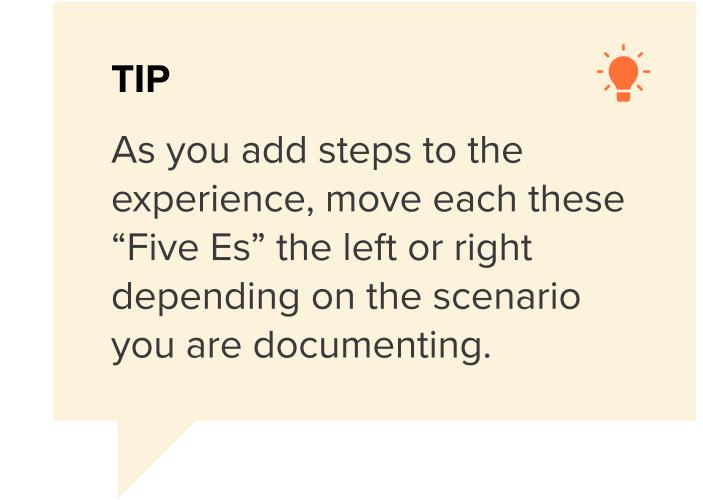
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## PNT2022TMID33054

## 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?	Advertising through face book post  Customer can search which is in trend.  Customer easily analyze what product they want  Marketing through twitter groups	Understand their Make changes in their weak points.	The user need a way to track & maintain overall sales data		
<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Which product customer likes most.  Encourage distriputors to achieve market  Put notice and poster placed in the outside the shop	What forces people to buy?  How it affects data today life?	What is the daily need?		
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To increase the overall sales  Win the competition competitors in the sales market.	To manage the financial status.  commit to purchase the product	Trying to attract customer of all range		
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	it is help to increase the company sales	Clear picture of sales overview	Gain good market status		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Loss over past two financial quarters.  people express a bit of fear on online shopping	Worried about the results of the analytics	Increase in customer chum		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	reduce the product delay.  allow the user to track their product from ordering to delivery.	Implement a system to help you collect feedback	Implement a system to help you analze it		

