Template



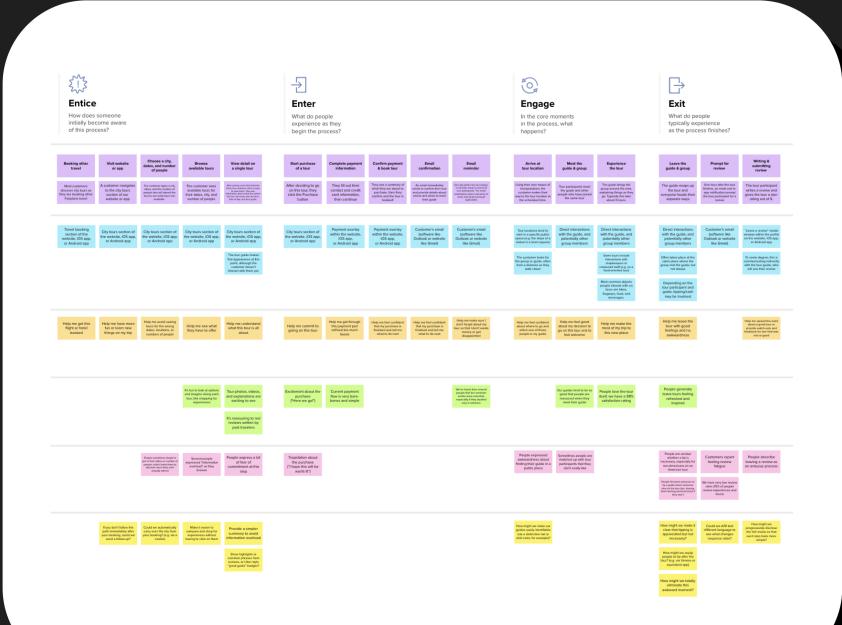
Customer experience journey map

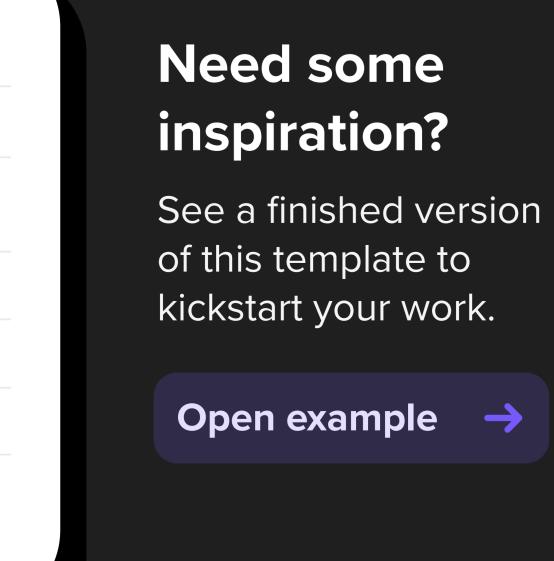
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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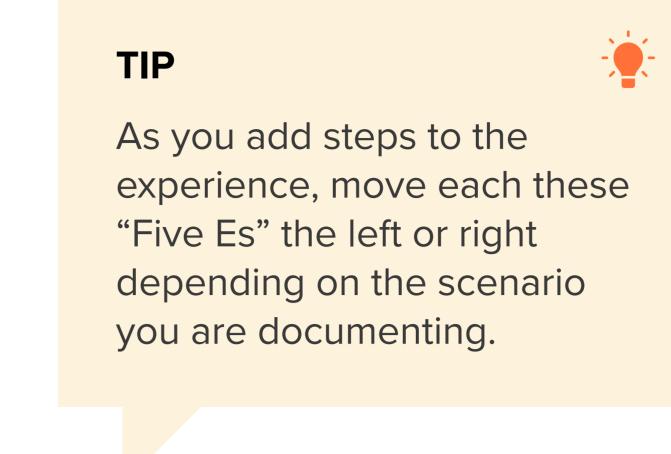






Document an existing experience

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?	[Knowledge] [Potential] [The knowledge of the model purchased by the customers in terms of its accuracy] [Knowledgeable potential customers are about our model services or product]	[Finding their need] [Finding quickly what they are looking for, being able to understands the information provided in our model.]	[Easy to access, self help resources and reliable.]	[Contacting] [In the model they contact the customer service to clarify the information]	[Always available customer support and getting feedback]
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?	[Word of mouth: Traditional media ,social media] [Website, mobile,app]	[A customer calls our support line and interact with the executives]	[Customer has a question about the model and service and reaches out to our support line to interact],	[Customer with their customer experience writes a review of our model]	[Customer can receives an email from our executive to interact and schedules a meeting]
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	[Get the customer to notice the model] [Prove to be the best option]	[By increasing the website visitors]	[By increasing the customer service, satisfaction and wait time]	[Generate the positive reviews and increase retention rate of our model]	[Provide information to answer question. Stand out from competitors through offering better accuracy]
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	[Accuracy of prediction]	[Easily understands the prices using the model for trading]	[Profit gaining using our model]	[Success rate of the price prediction]	[By improving the accuracy of the prediction]
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[Being worry about prediction]	[Investing strategy takes an unexpected turn that catches most traders flat-footed]	[Some times the traders afraid to losing it all]	[Sometimes the prediction can be fail]	[It can impact their decision making skills]
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	[Qualitative]	[Artificial neural networks]	[Using LSTM, it has feedback connections]	[Using LSTM and RNN can give the better results]	[In future we can add some algorithm like Moving average for better accuracy]