

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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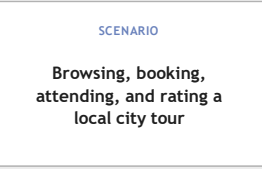











Document an existing experience

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.

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TIP

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

<div><p>SCENARIO</p><p>Browsing, booking, attending, and rating a local city tour</p></div>	<div><p>Entrance</p><p>How does someone initially become aware of this process?</p></div>	<div><p>Enter</p><p>What do people experience as they begin the process?</p></div>	<div><p>Engage</p><p>In the core moments in the process, what happens?</p></div>	<div><p>Exit</p><p>What do people typically experience as the process finishes?</p></div>	<div><p>Extend</p><p>What happens after the experience is over?</p></div>
<div><p>Steps</p><p>What does the person (or group) typically experience?</p></div>	<div><div>Fall into debt and crisis</div><div>People come to know about the app through advertisement</div><div>Spend the Money unnecessarily</div></div>	<div><div>App will verify the user email whether correct or not</div><div>after verifying the email user has to fill the income details for wallet</div><div>after wallet user details are added the user will notify through email when the wallet limit are crossed</div><div>Customer details are verified</div></div>	<div><div>User have to note their expenses in listed categories such as medicine, food, groceries, etc.</div><div>Notify the limits with respect to current expenses</div><div>Users can able to set the limit to their desired category to save from unexpected expenditures</div><div>Users can realize their spending when comparing their expenses with income wallet</div><div>When the expenditure exceeds the income, the user will be notified through email.</div></div>	<div><div>Personal expense data records were saved at the end of the process</div><div>Graphical representation of the expenses of the user is displayed</div><div>After the data of the income stored at database,the user can logout from the app</div></div>	<div><div>User experience this application and consider this as user friendly one</div><div>After using this application users will recommend this to their friends, neighbours</div><div>Can understand compare with the previous expense reports</div><div>can get a better idea to get more savings</div></div>
<div><p>Interactions</p><p>What interactions do they have at each step along the way?</p><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>	<div><div>Option to create a new record</div><div>Login page</div><div>Overview of the budget</div><div>Quick overview of the process</div><div>Registration page</div><div>App details and reviews</div></div>	<div><div>User email verification</div><div>User has to fill the required details for accessing the wallet</div></div>	<div><div>Fraud cases or data loss may happen in manual budgeting</div><div>Humans may make errors due to carelessness, so this app lowers the mistake because it is automated</div><div>Fraud cases or data loss may happen in manual budgeting</div></div>	<div><div>User need to save their transactions and expenses before logout</div><div>Graphical representation of the expenses details</div><div>In transaction tab, user can filter the transaction</div></div>	<div><div>Users count will increase after recommending.</div><div>This application can able to manage many number of users</div><div>Money is saved</div><div>Email of the user</div></div>
<div><p>Goals & motivations</p><p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p></div>	<div><div>Help me to record expenses</div><div>Help me to control my over expenditure</div><div>Help me to record the income</div><div>Help me to avoid debts</div><div>Analyse the statistics</div><div>Confident on the work flow and its efficiency</div><div>To create a wise plan to spend money</div></div>	<div><div>Help me by notification through email when the wallet limit is crossed</div><div>Help me from buying unwanted things</div><div>Help me to understand the expenditure in graphical form</div></div>	<div><div>Help me to review my budget regularly</div><div>Help me to spend my income towards needs.</div><div>Help me to avoid stressing about money</div></div>	<div><div>Helps the user to understand the expenses details</div><div>The user can get clear knowledge in money management</div><div>Helps user to calculate the expenses easily using graphical representation</div></div>	<div><div>Help me to use this application frequently to avoid manual budgeting</div><div>Help me to recommend this application to all other people for the good benefits.</div><div>Help me to change the expenses limits</div></div>
<div><p>Positive moments</p><p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div>	<div><div>Goal Driven</div><div>Saves time</div><div>Money management</div><div>User need not worry about managing their budget manually.</div><div>Intellectual</div><div>Interest in tracking their expenses</div><div>When user starts earning, he/she will realise the need for finance management</div></div>	<div><div>User can set limit in their wallet</div><div>User can get suggestion about expenditure</div><div>User will get an alert message when the amount in the wallet exceeds the spending amount</div></div>	<div><div>Budget app gives clarity about spending habits by organizing them into categories.</div><div>This app helps the user to easily identify where they are over spending</div><div>This app helps the user to easily identify where they are over spending</div></div>	<div><div>Easily accessible while using data records of the expenses</div><div>Easily accessible while using data records of the expenses</div><div>Enable to view the graphical representation of the expenses and income in a chart form</div></div>	<div><div>This application saves more money</div><div>Users recommendation is worth.</div></div>
<div><p>Negative moments</p><p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div>	<div><div>User sometimes forgot their login credentials</div><div>Many people aren't aware of budgeting app for safety purpose</div><div>Regularly updating each expenses</div><div>When ignores the alerts</div></div>	<div><div>User sometimes forgot their login credentials</div><div>Many people aren't aware of budgeting app for safety purpose</div></div>	<div><div>User will not allow to spend money beyond the wallet limit</div><div>User will not able to use the application without register</div></div>	<div><div>User will not able to use the application without register</div><div>User will not able to use the application without register</div></div>	<div><div>Budgeting is not always a reflection of profit</div><div>Inaccurate assumption over expense can lead to miscalculation</div></div>
<div><p>Areas of opportunity</p><p>How might we make each step better? What ideas do we have? What have others suggested?</p></div>	<div><div>Updating Frequently</div><div>Financial Balance</div><div>Could we able to view the spending history?</div><div>Could we access this application anywhere in India?</div></div>	<div><div>could we get notification from application other than wallet alert mail?</div><div>could we able to use the wallet's money until it become zero?</div></div>	<div><div>Could we able to realize over spending?</div><div>Could we able to create specific budget for certain categories?</div></div>	<div><div>Could we get daily expense calculation?</div><div>Could we get a graphical chart of the daily expense?</div></div>	<div><div>Could we able to view the spending history?</div></div>