

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

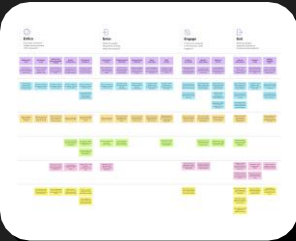
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Document an existing experience

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>Leakage of gases in industries and surrounding</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>Industries workers unaware about the leakage in industries because of their busy schedule</div> <div>Because of the unaware of the leakage, Workers and the surrounding society will affect</div>	<div>Searching best product for the humans safety</div> <div>Check whether the gas is leaked or not</div>	<div>Updating the particular location the gas leakage</div> <div>Location of the gas leakage is sent immediately</div>	<div>Analysis of application</div> <div>Aware the workers and environment</div>	<div>workers and environment will be secure if they have affordable system that alert and notify them</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><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>Connect with industries</div> <div>Frequently monitoring</div>	<div>Stage set of industry location</div> <div>industry location need to be set</div>	<div>Updated will be noticed</div> <div>industries needs are meet</div>	<div>Check often the condition</div>	<div>Workers in industry feel safe to work under the gaseous areas</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>keep monitoring the leakage process</div> <div>Prevent from unwanted life loss</div>	<div>Taking care of the workers and the surrounding</div> <div>Make known when the gas leak while in the initial stage itself</div>	<div>Location is sent</div>	<div>Leaking location will be sent through SMS and alert the surrounding</div>	<div>Monitor as well as notify through SMS so all feel safe</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Satisfied workers and industry</div> <div>workers in industry and surrounding will be safe</div>	<div>Easy to use</div>	<div>Update when the gas leaked</div>	<div>Budget friendly</div>	<div>never miss to on the alerting buzzer and exhaust</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>buzzer sound reach certain distance only</div> <div>Not sent the accurate location of the leakage</div>	<div>can't control through systems</div>	<div>Regular update of the gaseous area not there</div>	<div>More features to be add</div>	<div>No system can detect and alert them for dangerous gases leakage</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>delay of fire fighters or other saving unit</div> <div>Alert and showing the safety measure to save life</div>	<div>Alternative option if message has not been sent</div>	<div>Where no one is able to detect the gas leakage</div>	<div>Review may not asked frequently</div>	<div>They can work without any worries about the leakage of gas</div>



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