

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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Need some inspiration?

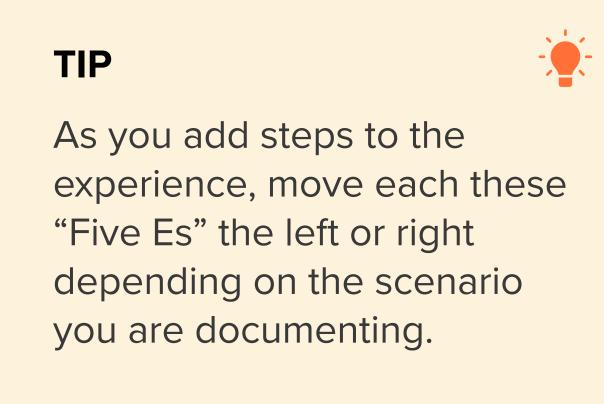
See a finished version of this template to kickstart your work.





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.



SCENARIO Browsing, booking, attending, and rating a **Entice Enter** Exit **Extend** Engage local city tour How does someone What do people What happens after the What do people In the core moments experience is over? initially become aware typically experience experience as they in the process, what as the process finishes? of this process? begin the process? happens? decreases resource High yield Modern technique It helps to understand nature Happy as the users find numerous techniques Increases production Save money and reduce labor cost hazards monitoring the events It is more accurate in real time, and anticipate and logical compare specific risks in the face to make to follow this technique impending or on-going disaster What interactions do they have at Motivated by online

The end of the Hears from experienced

people whom already

On observing the field where IOT based gas each step along the way? People say this Starts from people say that this technique gives more safety people whom already Reduce the experiment people got people doubt on how technique help to leakage monitoring and alerting system is implemented Modernized system and offline information provided uses IOT based gas extravagant use of an awareness about how it works leakage and monitorin identify the gas People: Who do they see or talk to? from demo resources to protect themselves system leakage easily Places: Where are they? Things: What digital touchpoints or Social media, news It has the ability to physical objects would they use? detect the gas leakage thus saving the employees Welcomed by some factories **Goals & motivations** Helps in harmful gas At each step, what is a person's It is a very useful system primary goal or motivation? It provides n SMS alert Scalable solutions for The goal is to It is used to to implement in the ("Help me..." or "Help me avoid...") They create warnings to
Its primary goals of Get real time alerts
about the gaseous
presence in the
atmosphere developing the safety GSM and switch off outdoor methane industries or plant protecting the this methods is to against the leakage the power supply gas leakage and prepare facilities to avoid emissions monitoring infrastructure and save people life to move higher ground to catastrophic explosions protecting people avoid major losses **Positive moments** Early warning system plays a What steps does a typical person major role in reducing the Encouraged but find enjoyable, productive, fun, Due to the improved negative impact. it provides Delightful with better and with my technology Excited when heated Increase awareness Reliable performance Great feeling to be a motivating, delightful, or exciting? needs clarity and that it is helpful features the quality is and interest part of this , fast recovery making for the rapid response of improved emergency management services.

Negative moments