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.

TIP

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

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Hear from friends Online sources Feels good to implement our ideas Attracted to adapt new technology	Intrested Hesitant Happy as the users find numerous techniques Not sure about how it works	Time saving Protection We can monitor anytime anywhere A helps to understand nature hazards monitoring the events in real time, providing alerts for specific risks in the face to impending or on-going disaster.	Model technique To measure the how much people are affected by natural disasters. User convenient and friendly technique.	Satisfied Decreased input This technology can be used to protect human lives and natural resources.
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?	Hear from experienced people already used On observing the people who use AI on natural disaster field Social media, newspaper	Start from information gathered Users have a doubt on how it works	It has the ability to detect and remove outages before they occur with a more comprehensive and updated image of the disaster region,thus saving lives. The potential of AI to assist with disaster resilience is tremendous. -Directing relief efforts-Coordinating with different cross-functional and delivering supplies that might benefit tens of millions,if not hundreds of millions of people each year. Better communication and modernized technique.	It is used to measure the how much conditions, amount of rain and how many people are affected by a natural disaster People say this modern techniques help to identify the natural disasters easily and reduce disasters.	Motivated by online and offline advertisement At the end of the experiment people got an awareness about disasters and how to protect themselves from natural disasters.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help to avoid work pressure Help me to make it user friendly It is used to identifies the areas most likely to be hit by floods. The method can help to reduce property damage and mortalities.	They create warnings that help people about the changing weather and prepare for what is about around to occur losses due to floods. Its primary goals of this methods is to save people life and wild animals.	It is used to protecting the infrastructure powering the grid,while protecting nature and environment. Flyover management aims to reduce or avoid the congestion caused by manufacturers activities, to victims of disasters and to improve the economy recovery.	The ability to analyze a large amount of data and models without human bias can help policymakers quickly make informed decisions about what to happen, thus preventing the loss of human lives.	Help the people to have more awareness about Earthquakes, floods,tsunami, earthquakes, Hurricanes
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Exited when heated that it is helfull Delightfull with better and with my technology	Increase awareness and interest Great feeling to be a part of this	Reliable performance, fast recovery Early warning systems can play a important role in reducing the negative impacts of natural disasters by providing alerts,reducing exposure and it helps to improve the effectiveness of disaster and humanitarian response, and it is also important for the rapid response of emergency management services.	It helps to isolate people by providing flood risk warning to the general public who are at risk of flood	Encouraged but needs clarity and comfort.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated about te public reviews This looks different from current techniques	There could be wrong analysis of weather conditions. Feel confused to try again in case of lack awareness	It requires an unlimited or continuous internet connection. It is known that , there are many challenges that are present hence they the tool is not widely used by the community.	The ability to analyze a large amount of data and models without human bias can help policymakers quickly make informed decisions about what to happen, thus preventing the loss of human lives.	Feels little nervous and unsure
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We make smart techniques to make robot have been used to locate survivors and transmit information to emergency team. AI can use satellite to predict and monitor the path and intensity of hurricanes and tornadoes.	Support by the government is adapt to the natural disasters. Support by the natural disaster to help AI governed techniques	Quick onsite support By making the information should be sent to the public, then the sense made.	Allows predictive analytics to help you make better rescue decisions.	To make all people updated by creating awareness programs.

Need some inspiration?

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

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