

# Project Design Phase-II

## Customer Journey

Team ID	PNT2022TMID10110
Project Name	NEWS Tracker Application

### 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.

**1**

**2**

As you add details to the experience, show what flows "down" the next step, showing how the various pieces are documented.

Research	Entice	Enter	Engage	Exit	Extend
<p><b>Research</b></p> <p>How does someone initially become aware of the process?</p> <p><b>Steps</b></p> <p>What does the person or group typically experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>• People: Who do they see or talk to?</li> <li>• Places: Where are they?</li> <li>• Things: What digital touchpoints or physical objects would they use?</li> </ul> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</p> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Entice</b></p> <p>How does someone initially become aware of the process?</p> <p><b>Steps</b></p> <p>What does the person or group typically experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</p> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Enter</b></p> <p>What does someone experience as they begin the process?</p> <p><b>Steps</b></p> <p>What does the person or group typically experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</p> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Engage</b></p> <p>In the core elements of the process, what happens?</p> <p><b>Steps</b></p> <p>What does the person or group typically experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</p> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Exit</b></p> <p>What does someone typically experience at the process finish?</p> <p><b>Steps</b></p> <p>What does the person or group typically experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</p> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Extend</b></p> <p>What happens after the experience is over?</p> <p><b>Steps</b></p> <p>What does the person or group typically experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, requiring costly or time-consuming?</p> <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>