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

Share template feedback

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 local city tour

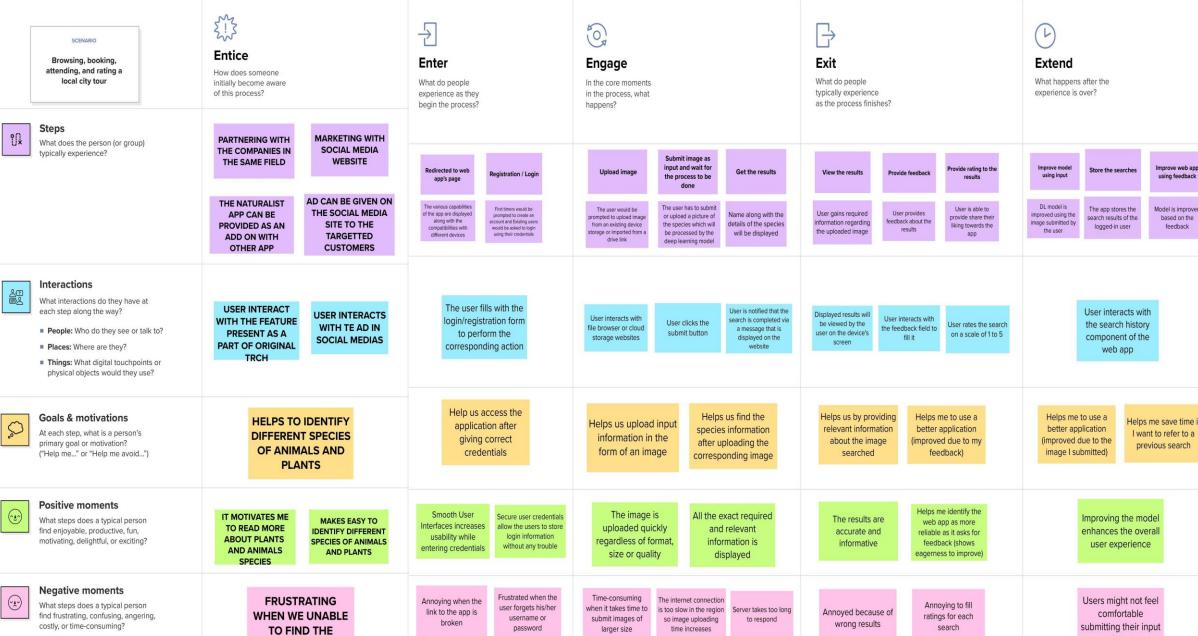|	**Entice** — How does someone initially become aware of this process?	**Enter** — What do people experience as they begin the process?	**Engage** — In the core moments in the process, what happens?	**Exit** — What do people typically experience as the process finishes?	**Extend** — What happens after the experience is over?
Steps — What does the person (or group) typically experience?	PARTNERING WITH THE COMPANIES IN THE SAME FIELD / MARKETING WITH SOCIAL MEDIA WEBSITE / THE NATURALIST APP CAN BE PROVIDED AS AN ADD ON WITH OTHER APP / AD CAN BE GIVEN ON THE SOCIAL MEDIA SITE TO THE TARGETTED CUSTOMERS	Redirected to web app's page (The various capabilities of the app are displayed along with the compatibilities with different devices) / Registration / Login (First timers would be prompted to create an account and Existing users would be asked to login using their credentials)	Upload image (The user would be prompted to upload image from an existing device storage or imported from a drive link) / Submit image as input and wait for the process to be done (The user has to submit or upload a picture of the species which will be processed by the deep learning model) / Get the results (Name along with the details of the species will be displayed)	View the results (User gains required information regarding the uploaded image) / Provide feedback (User provides feedback about the results) / Provide rating to the results (User is able to provide share their liking towards the app)	Improve model using input (DL model is improved using the image submitted by the user) / Store the searches (The app stores the search results of the logged-in user) / Improve web app using feedback (Model is improved based on the feedback)
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?	USER INTERACT WITH THE FEATURE PRESENT AS A PART OF ORIGINAL TRCH / USER INTERACTS WITH TE AD IN SOCIAL MEDIAS	The user fills with the login/registration form to perform the corresponding action	User interacts with file browser or cloud storage websites / User clicks the submit button / User is notified that the search is completed via a message that is displayed on the website	Displayed results will be viewed by the user on the device's screen / User interacts with the feedback field to fill it / User rates the search on a scale of 1 to 5	User interacts with the search history component of the web app
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	HELPS TO IDENTIFY DIFFERENT SPECIES OF ANIMALS AND PLANTS	Help us access the application after giving correct credentials	Helps us upload input information in the form of an image / Helps us find the species information after uploading the corresponding image	Helps us by providing relevant information about the image searched / Helps me to use a better application (improved due to my feedback)	Helps me to use a better application (improved due to the image I submitted) / Helps me save time if I want to refer to a previous search
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	IT MOTIVATES ME TO READ MORE ABOUT PLANTS AND ANIMALS SPECIES / MAKES EASY TO IDENTIFY DIFFERENT SPECIES OF ANIMALS AND PLANTS	Smooth User Interfaces increases usability while entering credentials / Secure user credentials allow the users to store login information without any trouble	The image is uploaded quickly regardless of format, size or quality / All the exact required and relevant information is displayed	The results are accurate and informative / Helps me identify the web app as more reliable as it asks for feedback (shows eagerness to improve)	Improving the model enhances the overall user experience
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	FRUSTRATING WHEN WE UNABLE TO FIND THE SPECIES NAME	Annoying when the link to the app is broken / Frustrated when the user forgets his/her username or password	Time-consuming when it takes time to submit images of larger size / The internet connection is too slow in the region so image uploading time increases / Server takes too long to respond	Annoyed because of wrong results / Annoying to fill ratings for each search	Users might not feel comfortable submitting their input photos
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	PROMOTES THE APPS IN PLACES LIKE TOURISTATTRACTIONS	By providing navigation tips while using the application	Facts can be displayed when the result is getting loaded	More detailed information and reference links can be provided	Related information on other species in the geographical region is suggested