

Customer experience journey map

We have used this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. We use this map to document and summarize interviews and observations with real people rather than relying on our hunches or assumptions.

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Document an existing experience

We have narrowed our focus to a specific scenario of users interacting with the web application. In the **Steps** row, we have documented the step-by-step process how someone typically experiences.

| User analyzing water quality using web application | Entice How does someone initially become aware of this web application? | 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? | Collaboration ONLINE Friends/ ADEVERTISING Family | Web application The user initially gets landed in the welcome page of the website | Inorder to engage the user and make him stay in the website, Few guidelines are provided explaining the application | On completion of process, the user wants to know the quality of water based on the parameters he has given | On completion of process, the user wants to know the quality of water based on the parameters he has given |
| 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? | The users see the welcome page of the web application The user sees the web application anywhere with it be street or home or office The user sees the web application anywhere with it be street or home or office | Colorful User interface with input columns for parameters that accept values. | The user clicks on the input boxes in the screen and enters values for parameters such as BOS, Dissolved Oxygen | Clicks on "Calculate" at the lower bottom. The system checks the parameters against the model generated and the output is presented. | I ne result is displayed |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Proper advertising and marketing of the application is the key goal in thhis stage | The dynamic web UI compatible for any device such as mobile or web or Tablet | An interactive dashboard that makes user feel ease and simple for access | Accurate results of water quality are the most important goal of this step | Inorder to make the customer come back again or to suggest for others, we have make his experience smooth |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | More aesthetically impressive look of the website attracts the users | Simple authentication steps and easy navigation are important | Inputs are suggested rather than manual inputs | Easily interpretable results are displayed | Further classification in fit water |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Dull and unattractive as well as complex UI confuses user | Improper navigation and complex authentication such as multi factor irritates user | Inefficient inputs may lead to error or inappropriate results | Result of water quality is difficult to interpret and understand | When the user is irritated or confused, he is never welcome again. |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | For advertising, the power platform would be social media | To make experience smooth, we follow simple authentication such as username and password | Human errors are possible. to avoid it, we use suggested inputs | To get accuracy, we use appropriate inputs and train th model with algorithm that gives maximum accuracy | We provide social media buttons to share the application with friends and family |