




# 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.



<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Design an application for usage by parents to ensure the child's safety/</div><div>Use the application to establish a geo-fence around the child.</div></div>	<div>The application uses GPS technology to monitor the child and send a notification if the child crosses the geo-fence.</div>	<div>The child's location is frequently updated.</div> <div>Location of the child is updated periodically.</div>	<div>Constantly analyze and review the application</div>	<div>The application will send a notification and alert the user, i.e, the parents.</div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div>Frequent monitoring</div> <div>Interact with the parent</div>	<div>Establish the geo-fence for the child safety.</div>	<div>The caretakers or parents or the guardian conditions and requirements regarding the safety of the child are met.</div>		<div>The application sends a Notification stating the Location of the child and The parent can make use Of it and find the child.</div> <div>The location verification And constant monitoring is Turned off when GPS cuts Or internet is not available from the user side.</div>
<div><div></div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div>Prevent child from going missing</div> <div>Monitoring child</div>	<div>The people who use the application will have to click on the monitor feature to begin monitoring the child.</div>	<div>Ensure the child safety and take care of child.</div>		<div>Notifies when child crosses geofence.</div> <div>The location is sent.</div> <div>Geo-fence location is sent.</div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div>When a missing child is found</div>	<div>Tracking the location of the child is very usefulin determining the child's spot.</div>	<div>Frequent updates and bug fixes</div>		<div>Upon finally detecting the location of the child finally the parent will notbe tensed and stay relaxed.</div> <div>The caretakers will get their child back</div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div>Application is not available or accessible due to server issues.</div>	<div>Filling many details is a cumbersome process.</div>	<div>Constantly tracks child's activities that uses internet to show where the child is using the application. Constant internet connectivity is required.</div>		<div>People find the process to be a little hassle as it is a long process.</div> <div>Sometimes due to GPS issues some guardians or caretakers mayn't be able to track the child's location due to various issues.</div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div>When the guardian is not present</div> <div>Push a notification when child leaves the geo-fence.</div>	<div>Another method other than pushing notification is sending an alert message or a call.</div>	<div>At times when there is nobody around the child or when no one is there to ensure safety of child.</div>		<div>As the process end people will find means to get back their child.</div> <div>Constantly and frequently update the child's location.</div>