Customer experience journey map

We used 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

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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?	People can view and learn about this application from the description of the app. / They can create the account by entering their details.	They'll see a clean User Interface / As soon as the user enters the input tracking should start.	Detects the situation like when expense exeed over the income.	Save their income and exit / Save the person from exceeding the budget.	How the personal expense tracking app can be improved.
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 can intract with the admin by using help section. / User can make use by Gmail	Admin should monitor whether it works perfect / In case of exceeding the budget notification will be provided.	Notification will be provided when user exeeds the budget. / We ask them to stay within the limited budget	Ask user to save their expense if they hadn't saved / Pop-will be use to save their expense	We ask feedback from the user to improve the app / Completed experiences section of the profile on the app.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Track their expenses / Reduce the unwanted expenses / Stay within the budget	Helps user to spend money without fear / User can monitor how much they spend money	Helps user to get help in case of discomfort / Helps user to track their expenses	Helps user to recovery from the loss of money / In case of exceeding the budget notification will be provided.	How the personal expense tracking app can be improved. / After their experience the user feels safer in situations that they can detected quickly. / Help user to see what I could be doing next. / People like looking back on their past expense over months.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Comfortable to use / Secure to use / User can save their monthly expenses	Spending money with this app is more exciting. / Entering the expenses daily to keep track of them.	Fast response to the problem / Fastly track their monthly expense / Analysed report is given in the form of bar chart or pie chart.	Feeling safe because the data will always backup to their cloud. / The app is more secure	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Frustrated if the app gets hang / The app will crashes if there is any bug	People think that their personal details might have sold.	Miscalculation by the system may cause issues / Incorrect numbers may cause the result	Time delay / People describe leaving a review as an arduous process / Customers report feeling review fatigue	User will love to use the app / Suggest others about how safe the app is / We think people like these recommendations
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow your expense tracking, could we send a follow-up? / Make it easier to compare and experiences without having to click on them. / Provide a simpler summary to avoid information overload			Could we A/B test different language to see what changes response rates? / How might we totally eliminate this awkward moment? / How might we progressively disclose the full review so that each step feels more simple?	How might we help people to remember things they've done in the past expense? / How might we extend the personal connection to the user expense long after the a month is over?