

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

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.

A GESTURE - BASED TOOL FOR STERILE BROWSING OF RADIOLOGY IDEATIONS IMAGES TEAM ID - PNT2022TMID25935

SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Entice

How does someone initially become aware of this process?

Through Social Media

Randomly while surfing user will come across or recommendation

Discuss with friends

While having a conversation with friends user will discuss

Excitement search

Now with curiosity user will search on internet

Enter

What do people experience as they begin the process?

Web Application

With curiosity user will enter the web App

Checking features

With curiosity user will go through and learn

Understand

Now user will know the feature and understand the work flow

Engage

In the core moments in the process, what happens?

Apply

User will try to use it at least for once

Realize the features

User will realize the features and uses it regularly

Learn more related

User will understand the applications where it can use

Exit

What do people typically experience as the process finishes?

Wants to engage and discuss

User will engage and try to discuss

Recommendation

Now user will recommend through social media

Review

User will comment it and give suggestion

Extend

What happens after the experience is over?

Uses of it

The user thinks about the usage of the application to his community

Suggestions

The user tries to give some feedback/ suggestions for new features that can be added to the application

Through Social Media

Through Social Media

People

Sees link or post or message

Places

Social media platform

Things

Mobiles, Tabs, Laptops, Desktop

People

With an interactive Interface

Places

At amazing web App

Things

Mobiles, Tabs, Laptops, Desktop

People

Changing the hand signs into text

Places

At the Processing page

Things

Mobiles, Tabs, Laptops, Desktop

People

The End Result

Places

Sees the text that converted from image

Things

Mobiles, Tabs, Laptops, Desktop

People

Comment Page

Places

At the comment or

Things

Mobiles, Tabs, Laptops, Desktop

Help me to find something new

Help me avoid useless content

Help me to surf on your site

Help me avoid lost in path

Help me to change my hand sign into text

Help me to learn the basic hand signs

Help me to use it efficiently

Help me to suggest to others

Help me to learn more about hand gestures

User will help his or her friend

User gets excitement about some thing new

Wants to pay a visit with curiosity

Gets an amazing user interface

Feels user interface as friendly

Trying something new (hand sign recognitions)

Feels astonished about the work flow

Wants visit again

Gives good review and suggestions

Feel to suggest to the friends

Feels fulfilled

Should i believe this recommendation

What if is unreal

Will it cost

If then What it cost

User will get angry when they don't know the basic hand sign

How long it would it take

Where should i learn the hand signs

User gives suggestions to negatives he faced

Discuss with friends the prob he faced

Gives thought about his feeling towards web app

Try to aware of this software in more efficient way

Gives them a hope to believe us

To provide a tour option to new users

Teach them the basic hand signs

Try to make it in real time

Reduces the time consumption

Improvise the overall performance

Make the users to feel satisfied

To get the feedbacks and try to improve those

Make the process easier

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