Template

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.

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?	A source ignition is anything that has the potential to strart a fires **Keep tracking of climate changes**	**market for the product is expending and competition begins developing** consumer have accepted the product in the market and the consumer are beginning to truly buy in .	To avoid risk for animals Detecting fire and identify where it started	Resulting in heat damage oxygen is consumed rapidly. Fire has spread over much if not all the available fuel.Temperature reach their peak.	They characterized a significant decrease in fuel. Usually the longest stage of a fire. Putting an end to the fire.
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?	Forest officer Forest area web camera	Interact with video frame camera for colllecting images.	Identify the fire.	Detect forest fire.	After detect forest fire,forest fires will be extinguished.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To detect the fire earlier. [Goal or motivation]	Opens it up to sunlight nourishes the soil.	Gain love towards nature.	To prevent the fire from happening.	It plays a role in recycling nutrients from the ground.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It control the park timing.It improves the efficiency and performance.	Removes low growing under brush, opens it up to sun light.	Detection of fire pattern.	They kill harmful insects. They clear away diseased trees. They make a way for new trees.	cleans the forest floor of debris.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Distrub the transportation.	Destroying the homes.	Wildfires can distrupt transportation,communications.	Loss of property ,crops,resources.	The short range of communication and computations. The limited amount of energy,the energy required for data processing.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	high emulation static cameras fired on the ground. Unmanered vehicles.	New generations.	Eliminate the disease.	It is used for chemical reaction.	Helpful for future.

Need some inspiration?

See a finished version of this template to kickstart your work.

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