



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  Product School












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Need some



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.

<div>SCENARIO Browsing, Registering, Logging, making budget plan through this application</div>	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div>Visit our application</div><div>Register in the application</div><div>Login to their account</div><div>An user enters into this application to make budget plan</div><div>If the user is new, then they will register themselves in the registration page</div><div>User navigate to the login page and give the login details</div></div>	<div><div>Email verification</div><div>User details</div><div>Email notification</div><div>App will verify the user email whether correct or not.</div><div>after verifying the email user has to fill the income details for wallet</div><div>after wallet user details are added the user will notify through email when the wallet limit are crossed</div></div>	<div><div>Record expenses</div><div>Set limit</div><div>Analyze spending</div><div>Email alert</div><div>User have to note their expenses in listed categories such as medicine, food, groceries, etc.</div><div>Users can able to set the limit to their desired category to save from unexpected expenditures.</div><div>Users can realize their spending when comparing their expenses with income wallet.</div><div>When the expenditure exceeds the income, the user will be notified through email.</div></div>	<div><div>Save data of the income</div><div>Display graphical chart</div><div>Log out from the application</div><div>Personal expense data records were saved at the end of the process</div><div>Graphical representation of the expenses of the user is displayed</div><div>After the data of the income stored at database,the user can logout from the app</div></div>	<div><div>User friendly application</div><div>Recommend to people</div><div>User experience this application and consider this as user friendly one</div><div>After using this application users will recommend this to their friends, neighbours.</div></div>
<div>Interactions What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div><div>Login page</div><div>Registration page</div><div>Users can use this application through their mobile</div><div>Users can use this application at any place</div></div>	<div><div>User email verification</div><div>User has to fill the required details for accessing the wallet</div></div>	<div><div>Fraud cases or data loss may happen in manual budgeting .</div><div>Humans may make errors due to carelessness, so this app lowers the mistake because it is automated</div><div>User has to fill the required details for wallet</div></div>	<div><div>User need to save their transactions and expenses before logout.</div><div>Graphical representation of the expenses details</div><div>In transaction tab, user can filter the transaction</div></div>	<div><div>Users count will increase after recommending.</div><div>This application can able to manage many number of users.</div></div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Could we able to view the spending history?</div><div>Could we access this application anywhere in india?</div></div>	<div><div>could we get notification from application other than wallet alert mail?</div><div>could we able to use the wallet's money until it become zero?</div></div>	<div><div>Could we able to realize over spending?</div><div>Could we able to create specific budget for certain categories?</div></div>	<div><div>Could we get daily expense calculation?</div><div>Could we get a graphical chart of the daily expense?</div></div>	<div><div>Could we able to view the spending history?</div></div>

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.