

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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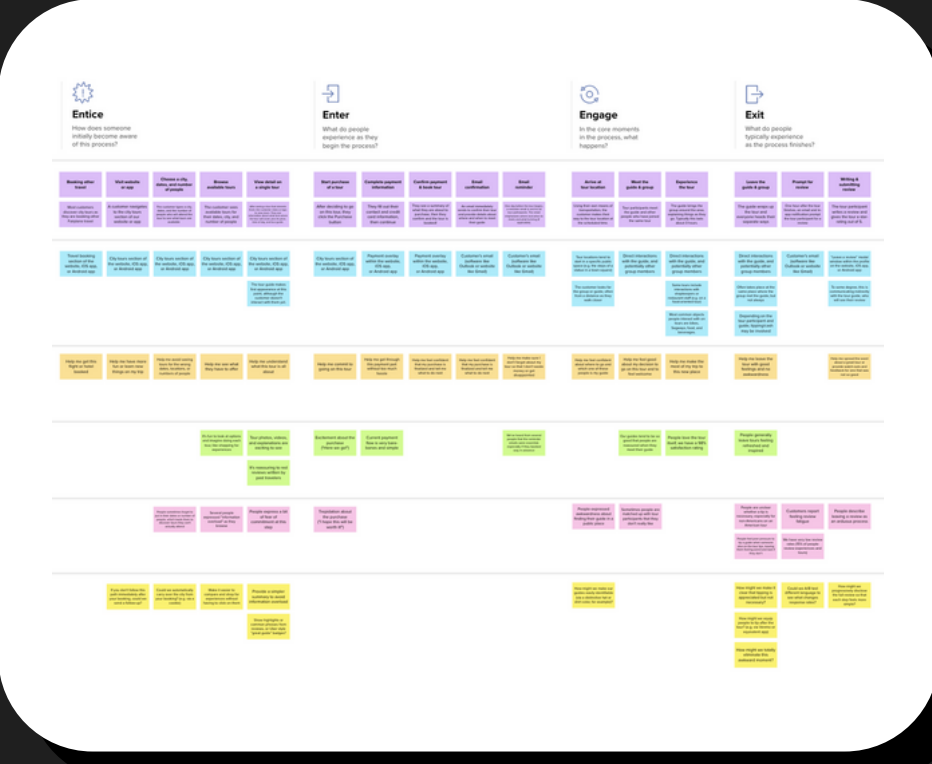
Global Sales Data Analysis - PNT2022TMID43381

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 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?	<div>Frustration from not getting any valuable information from data</div> <div>Desperate need for a solution</div>	<div>Getting familiar with the simple User Interface</div> <div>Curiosity</div> <div>Evaluating whether the product is worth the price</div>	<div>Clarity</div> <div>Ease of use</div>	<div>Satisfaction</div> <div>Clear state of mind</div> <div>Decision Fatigue</div>	<div>Need to use the software again</div> <div>fogets about the software</div> <div>Find alternatives</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>Gets recommended from friends, family, relatives etc.,</div> <div>Curiosity from ads/ digital marketing.</div>	<div>Buying Token for activation</div> <div>User Interface</div>	<div>Interaction with the Dashboard</div> <div>Automatic localization of information upon interaction</div>	<div>Easy Export of the analytics</div> <div>Easy insights maintainance</div>	<div>Watchin g Rival ads</div> <div>Makes money from using the software</div> <div>Much better and clear decision making</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Frustration from not getting any valuable information from data</div> <div>Need to clear ambiguity</div>	<div>Evaluating whether the product is worth the price</div> <div>Curiosity</div>	<div>Understand the Analytics</div> <div>Performance measurement</div>	<div>Make changes In response to the understanding from the analytics</div>	<div>Further development of the organization</div> <div>Make more money</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Finding our product solution</div>	<div>Simple User Interface Interactions</div> <div>Easy to get Into with simple one time activation</div> <div>Free for Life</div>	<div>Clarity after understanding the current scenario</div>	<div>Satisfaction after understanding the data.</div>	<div>Increase in bank balance</div> <div>Understands the product's worth</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Frustration from not finding any good solution</div>	<div>Unable to buy the product online</div>	<div>Unknown metrics</div>	<div>Decision fatigue</div> <div>Wrong understanding</div>	<div>Did not find any worth in the product after spending money on it</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Spend more on marketing so that more people might get to know our product</div>	<div>Modification of the UI from time to time to make it refreshing</div>	<div>Assisting to clarify the meaning of the metrics used</div>	<div>Free updates to software upon request</div>	<div>More ads to make them remember about the software</div> <div>Introduce in-app purchases to make more money</div>



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