

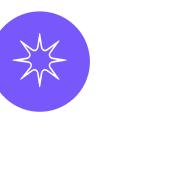
Customer experience journey map

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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Product School



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.

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Browsing, analyzing and getting results	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?	Know about the disease	User friendly	Various tests	Customer satisfaction	Get cured
	Person will come to know about the Parkinson's disease	customers can communicate easily about the symptoms	customers should take various tests to get accurate result about the disease	customer must feel satisfied about the entire process	Once the detection is done, the customer is supposed to get medical attention
Interactions What interactions do they have at each step along the way?	Doctor Anywhere	Administrator	Neurologist	Administration	Email
 People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	Chatbot, Email			Doctor	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To find the disease	To find whether they have parkinson's disease	Quick detection of disease	To get accurate results	Get cured
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Quick response	Good explanation about the process	Good responses	On time report	High accuracy
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	No proper response	Late response	No proper response	Delayed report	Less accuracy
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Chart solution about the product	Establish product	Offers case study	Accuracy	Customer support

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