

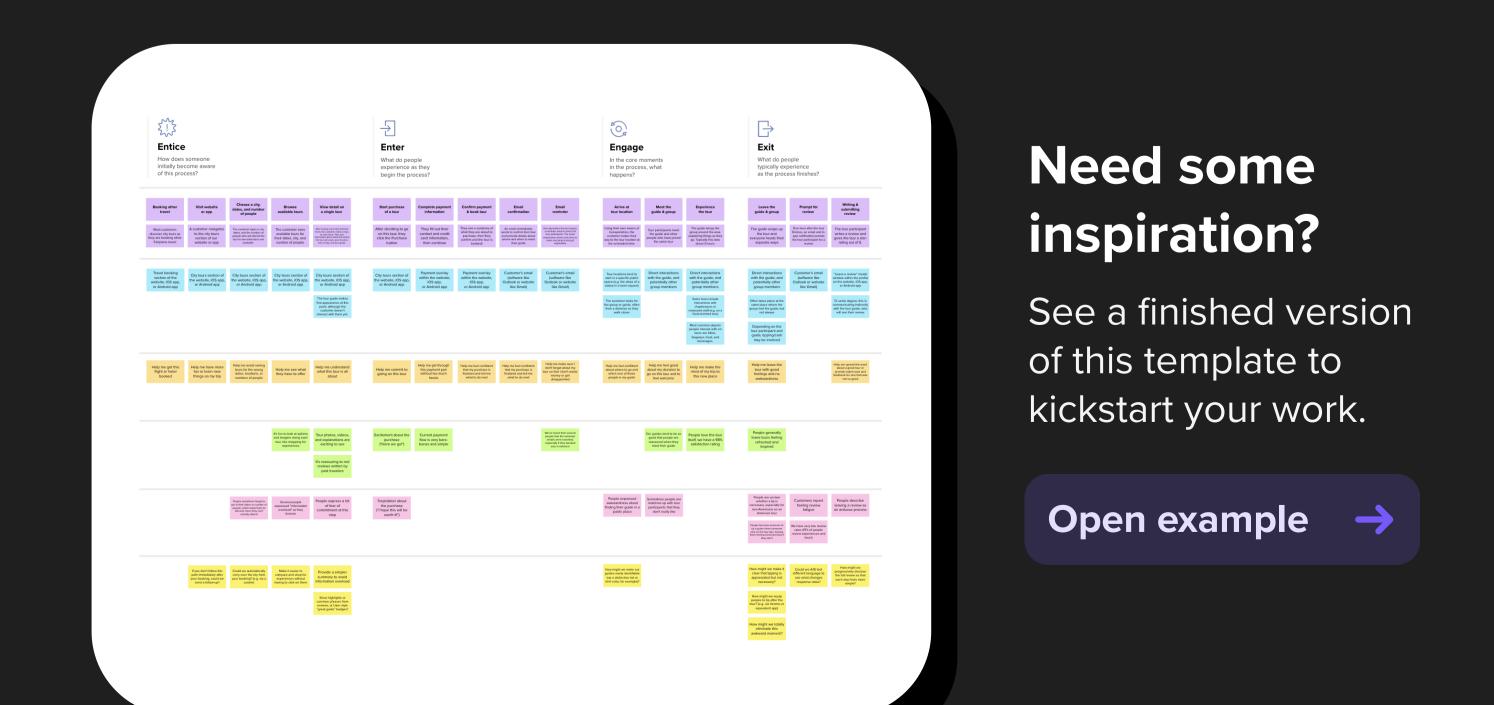
Customer experience journey map

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

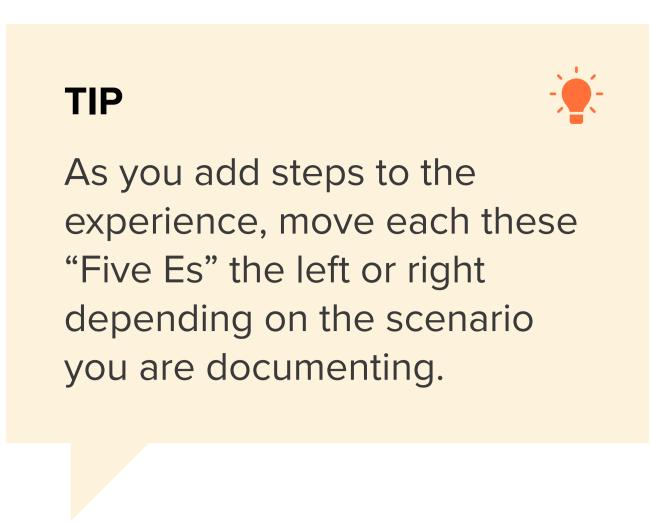
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Document an existing experience

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.



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?	they can gain knowledge about various enriched food items Learning learn about various in take of food in rich manner	FEARNESS They got fear about given listed products provided by this app.	FITNESS We are very glad, that we become a unforgettable part in their diet plan and daily food routine.	HEALTH IMPROVEMENT They feel some changes in their routine food habits and feel improvement in their diet plan.	
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?	PEOPLE PLACES THINGS People can able to see profiles, table of content They are available in google play store, app store and we can access through the internet Smartphones, laptops, tablet, PC	SUCCESSFULL They provide lot of information	By viewing more clear picture they got new ideas	SORROW They feel very sad	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	The main motive is keep them healthy The main motive is avoid intake of unhealthy food	To gain new ideas about fitness	Spreading information to all kind of peoples	PROGRESS We overcome the drawback and create new project	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	We provide healthy information as well as users follow that information and gain the result. This is a mesmerizing event.	PLAN It gives new ideas and easy to use.	PROUD They feel very proud about this app	We learn lot of new food habits	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	They feel disgust, because they are unaware of quantity of the food habits.	TIME CONSUMING It takes more time to adopt for using this app	CONNECTIONLESS There is interupt in internet connection	We can't spent more money for long time	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	By providing quality, healthy and information about various nutritious products to the users. Increasing the information about various nutritious content for user benefits.	We give better quality and nutritious food products	Providing lot of images and videos user understanding	All people can easily understand	

