



Customer experience journey map

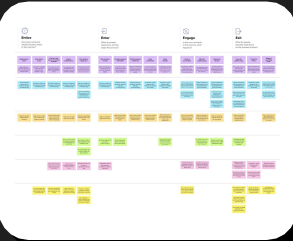
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with  Product School

DESIGNED BY

S.ABISHEK (TL)
E.RAJ KUMAR
K.DHAKSHINA MOORTHY
V.YUVARAJ
M.GOPINATH

 Share template feedback



Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#) →



CONTAINMENT ZONE ALERTING

TEAM ID :PNT2022TMID38329

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?	Browsing apps While searching for a reliable source to find containment zone Recommendation Through a friend	App notification While leaving house Statistics about the frequently visited zones Just like checking weather before leaving, containment zone will be checked	Getting alerts For a particular location Getting alert through email as well as app Searching for containment zone at different locations	Notification End results of the containment zone to see if its safe to leave the premise	Personalized Recommendation Statistics about the frequently visited zones
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?	User authentication	Location access permission	For current location For a particular location	Display the containment zone details	
Goals & motivations At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)	Help me avoid getting infected Help me to have kids and old people safe	Help me with quick results	Help me with personalized recommendations	Help me with accurate results	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?			Accurate results	Satisfied	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?			Inaccurate results	Fear Frustration	
Areas of opportunity How might we make each step better? What ideas do we have?		Quick user identification	Real time updates	Results in fraction of seconds	

