

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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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</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin in the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Offers and prices increase the customer</div> <div>Advertisement through social medias</div> <div>Doing Marketing</div> <div>Provides coupons</div>	<div>Provide discounts to increase the customer</div>	<div>To track and Maintain the Sales data</div>		
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<div><div>■ People:</div>Who do they see or talk to?</div><div><div>■ Places:</div>Where are they?</div><div><div>■ Things:</div>What digital touchpoints or physical objects would they use?</div></div>	<div>What products Are being liked Most?</div> <div>Pasting posters and pamplets in the shop</div> <div>Motivating distributors</div>	<div>What makes Peoples buy</div> <div>How it affects Daily life!</div>	<div>What is the daily need?</div>		
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Increase the sales</div> <div>Taking competitors as motivators</div>	<div>Manage finance</div>	<div>Attract all the customers</div>		
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Increase the overall sales</div> <div>Sustain in the global market</div>	<div>Clear view of sales</div> <div>Provide good stocks</div>	<div>Gain good market status</div>		
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Losses happen</div> <div>Stress in sales</div>	<div>Worried about the result</div>	<div>Lot of customer churn</div>		
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Clear picture of sales</div> <div>Gain profit</div>	<div>Collect Feedback From customers</div>	<div>System to analyse</div>		