

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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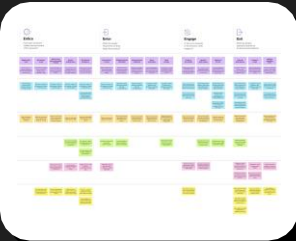
Document an existing experience

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.

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?	<div>The user can be provided with the detailed description on water quality</div> <div>The user can make use of details to understand how the water quality is predicted</div>	<div>The user should enter the parameters that are necessary to find the water quality</div>	<div>The user will receive pop up on the web page which displaying the prediction</div> <div>Incase of wrong inputs a pop up displaying a warning message will appear</div>	<div>The user will provided with the result</div>	<div>The user can also again preict the quality of water</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>They can avail the tech support members for evaluation</div> <div>The user make use of sensor to find the parameter values</div> <div>The user takes the water sample</div>	<div>People interact with web page to give the inputs</div>	<div>The system the result to the user</div>	<div>The system show the quality index to user</div>	<div>The user see the home page</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")					
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?			<div>Automate calculation</div>		



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