

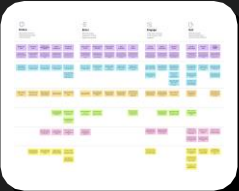


Customer experience journey map

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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Project Design Phase II
Virtual Eye- Life Guard for swimming pools to detect active drowning
Team ID- PNT2022TMID54220

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?		
Steps What does the person (or group) typically experience?	initiating and installing this technology engaging swimming pool owners and trainers advertise in social media	processing live image processing algorithm surveillance camera captures live image surveillance camera captures live image	user interface front end development visualization of data	taking appropriate actions actions acknowledging alert message	lean from previous backlogs
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?	through conferences through newspaper, magazine etc.	through conferences through newspaper, magazine etc.	interface using URL of the website	interface is done using GUI	to make UI better
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?		Integrate new technology		how to solve problem	

