# 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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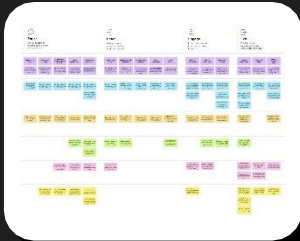
Need some inspiration? See a finished version of this template to kickstart your work.

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.

Date: 19-10-2022

Team Id: **PNT2022TMID52232**

Project Name: Gas Leakage monitoring and alerting system

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?	Booking services — Many customers discover various devices capable of detecting gases.	Visit website or app — A customer navigates to the smart devices section of our website or app	Choose necessary parameters — Based on environmental conditions prevailing in the neighborhood	Browse available models — The customer views various devices based on their requirements	Start purchase of a device — After deciding avail device, they click purchase button	Complete payment information — After deciding to avail device, they click purchase button	Confirmation of Payment — They see a summary of what they are about to purchase, then they confirm the purchase.	Email confirmation — An email is immediately sent to confirm their purchase.	Arrive at location — The experts at our organization meet up with the customer at a provided time.	Discuss location — Experts discuss with the customer on possible and feasible locations to place sensor.	Installation — The device is installed in the appropriate location.	Prompt for review — The customer could review our service and device performance.	Writing & submitting review — The customer writes a review of our product and submits it for public view.	Purchase appears in the user profile — The previous purchases appear on the "Purchases" section of the customer profile with few details.	Personalized recommendations — Our backend recommendation system recommends devices to customers based on previous purchases.	Personalized offers — The customer may receive any personalized offers on any purchase based on previous purchases.
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?	Device booking section of the website, iOS app, or Android app	Smart device section of the website, iOS app, or Android app	Smart device section of the website, iOS app, or Android app	Smart device section of the website, iOS app, or Android app	Smart device section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's E-mail.	Customer's E-mail.	Expert meet up tends to start at the site.	Direct interactions with the expert, and customer. / Discussion of optimal locations around the surroundings.	Experts and customers interact and installs setup	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app	Previous purchases span across website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)
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?												We have very low review rates				
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Provide a simpler summary to avoid information overload	Could we automatically put in the necessary parameters?	Make it easier to compare and shop for experiences without having to click on them						How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?		How might we make it clear that tipping is appreciated but not necessary?	Could we A/B test different language to see what changes response rates?	How might we progressively disclose the full review so that each step feels more simple!	How might we help people celebrate and remember things they've done in the past?		