Template

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?	Failing to use safe attire or protective equipment. Lack of Inspection of machines by experts. Using unsafe procedures in Loading and placing.	Monitoring the industry with Mobile Application. Identify the hazards and note the hazards that can be controlled. Considering potential problems which could cause accident.	Relieved with the problem and feel confident. Coordinating information from Numerous sensors. Monitor each section of your industry remotely anytime.	Sensors to screen remotely through remote contraption, mobile, PC's. To help improve the system. To evaluate data and bring insights.	Cheaper to implement than other options. A strong system of data collection and sharing will assist the industry to understand the root cause of potential hazards Lower expenditure.
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?	Code of practice for Selection, installation and maintenance of sensors. Sensors used to note the temperature change. Coverage for wide range of applications.	To improve fleet monitoring and Management system. Wearable device and sensors are touchable device Usage of Cloud Services to store the data	Should be fault tolerance. To improve operational unwavering quality of plant. To monitoring the condition of network over a period of time.	SMS is sent when any abnormality is detected. To implement a GSM based Embedded System concept Open solution, integrable with external developments at any level	To include unlimited number of devices in future extensions Would look for the compliance with the standards Monitoring the operating conditions and recommending changes when required
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	High quality communication Less Hardware Infrastructure Higher Security	Cost Reduction Lower Liability To design an applications or wearable device that monitor the individual hazards like high temperature ,IR radiation and toxic gases	Improved worker safety Use IBM cloud service to store data Schedule and receive predictive maintenance alerts	Control applications that can profit and perform better Information delivery should be fast Effective record Keeping	Interaction through signal conversion and processing Self-identification, Smart calibration &compensation To accelerate processes and make them more accurate
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	System crash protection Completely Secure High Capacity Protection	Explosion Protection Improve industry efficiency through remote monitoring International Standards and Regulation	Incredibly Simple Architecture Increased Speed of Rescue operation User Friendly	Improve Safety Standards by providing real time monitoring & critical parameters such as temperature , smoke etc Saves time on manual work Alerting officials & workers regularly	Reduces Emergencies or losses Excellent Accessibility Cloud Services are used to backup & restore data
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Decontaminating facilities & building Systems that are contaminated that leads to insecurity Connectivity with devices i.e Proper Network Connection Financial Leverage	Impact of Green house gases can increase Component Shortage Using unsafe procedures	Improper Logistics Management Usage of Cloud Services may cause Vendor Lock in Changeovers or refitting	Lack of uniformity prevents full-scale integration of IoT Sensitivity of Sensors Downtime	Data breaches & Security No consensus regarding IoT protocols and standards Failure or bugs in the hardware can impact performance of sensors and connected equipments
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide a simple summary to avoid information overload Technologically Advanced Sensor. Time Synchronization through GPS and internet.	Easy mounting The latest IoT and sensor technology Live Monitoring capabilities	Quick Network Deployment. A Single platform to manage all operation. Usage of GPRS sensors instead of Infrared and RF to conduct this process.	For reliable damage and fault detection, real time monitoring system based on physical modes To extend current applications To accomplish the ideal generally framework execution	Approve plots that consolidates the methods of delicate figuring. The monitoring systems can be programmed to detect abnormalities or specific conditions. This system can also be deployed in many industrial areas like Mining, metal refineries, etc.

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