

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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







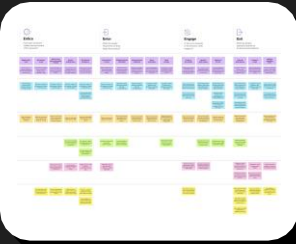
Document an existing experience

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.



<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>How do people experience as they begin 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><div>keep track of expenses</div><div>product necessity</div><div>users have difficult time in keeping track of the expenses</div><div>necessity leads to finding solution</div></div>	<div><div>difficulty in understanding</div><div>visual view</div><div>for new user the process may be complex for them to understand</div><div>user visually view their expenses using graphs</div></div>	<div><div>planning the expense</div><div>points and warnings</div><div>the application processes the payment and transaction and comes up plan to spend money</div><div>the application provide points for saving money if point drain below certain limit then application shows warning</div></div>	<div><div>reduce the expense</div><div>user awareness will lead to less loss</div></div>	<div><div>learn to save</div><div>user will be aware of saving money</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>user have to initially give the transaction detail to the application</div></div>	<div><div>user have to give the information about their expenses</div></div>	<div><div>user can customize the planning done by the application</div></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><div>to avoid the unwanted expenses</div><div>easy use of the application</div></div>	<div><div>manual enter of the expenses will be first awareness to user</div></div>	<div><div>trian the user to plan the expenses</div></div>	<div><div>to achieve complete awareness of expenditure</div></div>	<div><div>user will know the total money spend and received</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>get point system that assists progress</div></div>	<div><div>user could visually see the expenses</div><div>motivate the users to avoid expenses</div></div>	<div><div>planning is done by the application so it is easy for the user</div></div>	<div><div>user would have self accounting knowledge</div></div>	<div><div>may get gifts and vouchers for the points user acquired</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>when ever their is a expenditure user has to manually enter the amount</div></div>	<div><div>understanding the whole process might be difcult</div></div>	<div><div>user may not follow the plans</div></div>	<div><div>overdependence on the application</div></div>	<div><div>may not follow after some period of time</div></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><div>To have a separate wallet to maintain in the application</div></div>	<div><div>by performing step by step tutorial to the user</div></div>	<div><div>point system will make user stick to the plan</div></div>	<div><div>get constant feedback from users</div></div>	<div><div>constant email and notification would give awareness</div></div>



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