

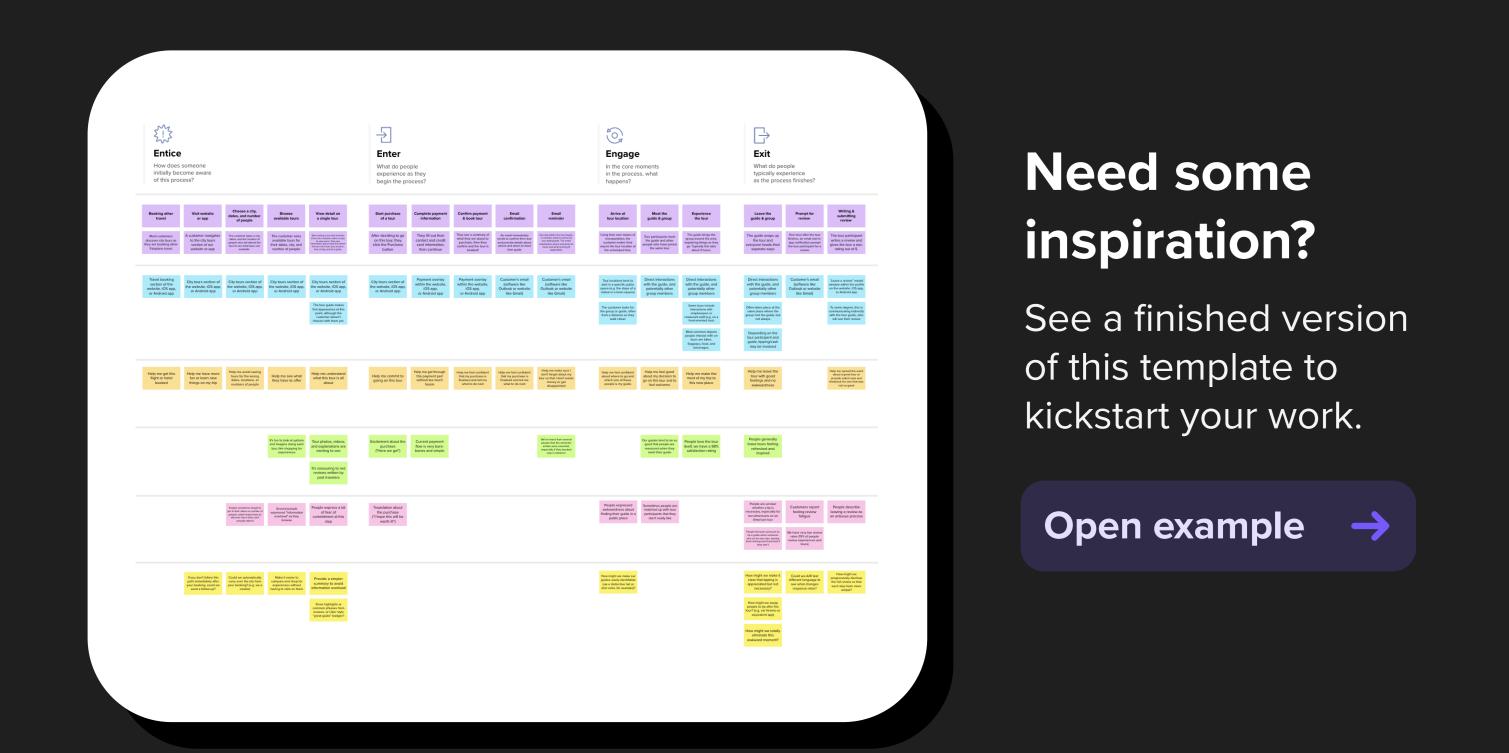
Customer experience journey map

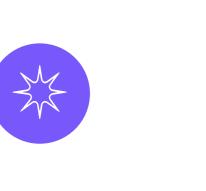
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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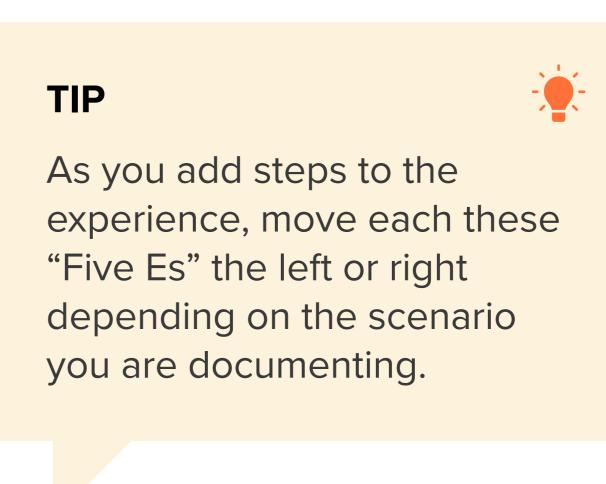
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Document an existing experience

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.



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?	Visit website or app Browse for sign language A user redirect to communicate with normal people by our website or app Communicate with information about sign language User sees the information about sign language User find the normal people to communicate with him/her	Register Login Verification User register with email and biodata for login User gets login into the UI E-mail verified by sending otp	User upload their sign images by capturing or existing images Processing and analyzing Processing and analyzing Processing and analyzing The analyzed images convert into the readable text	After communication the user gets logout Prompt for review One hour after the communication finishes, an email and in- app notification prompt the user for a review One hour after the communication finishes, an email and in- app notification prompt the user for a review Star- rating out of 5.	Personalized recommendations The user can recommend some personalized feature for communication Personalized suggestions After the communication we display the personalized suggestions
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?	Using the website, iOS app or Android app or Android app Using the website, iOS app or Android app or Android app	Using the website, iOS app or Android app Customer's email (software like Outlook or website like Gmail) Login with website, iOS app or android app	Interactions held by sign images Communication between them started	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	User gets experience by their communication
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To learn sign language Help to communicate	Find easy way to learn sign language	User feel confident Try to find new signs	Urge to learn about updated features	Research about the process
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Delightful to learn new things Excited to communicate	Feels confident	Feeling of happiness that they can communicate with others	Happiness for their disabilities no longer exists	Proud to share their with others
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People express their bit of fear	Confused about the process	Feeling of anxiety to understand all rules and regulations	Feels disappointed if the process become unsuccessful	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Variety suggestions from other peers Provide a simpler website to avoid information overload		How might we make our customer easily communicate	Give effective feedback and constructive criticism	Promotion of the website among peers to help it grow

