



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.

Created in partnership with  **Product School**

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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>PLASMA DONOR APPLICATION</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What 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>Recommendations</div> <div>Based on experience</div> <div>By camps, Awareness</div> <div>Search Engine - Search</div> <div>In search of donating and need in plasma</div>	<div>User Website</div> <div>Get introduced to the web application</div> <div>Sign Up</div> <div>To be a part of the web application</div>	<div>Donor Camps Details</div> <div>Location of camps</div> <div>Information</div> <div>plasma availability</div>	<div>Community</div> <div>Awareness</div> <div>PLASMA donated</div> <div>The recipient receives the needed plasma</div>	<div>Recommendation</div> <div>User Should recommend others</div> <div>FEEDBACK</div> <div>Rate the user experience</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>Doctors</div> <div>Web Application</div> <div>Nurse and other workers</div>	<div>Volunteers</div> <div>donation camps</div> <div>Chatbots in the page</div>	<div>Volunteers</div> <div>Web apps and donation camps</div> <div>Interaction between them</div>	<div>Health Workers</div> <div>Web apps and donation camps</div> <div>Chatbots in web application</div>	<div>Customer Care</div> <div>Feedback Form</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>To donate plasma</div> <div>To bring healthy Society</div> <div>To bring awareness on plasma donation among the public</div>	<div>Plasma should be donated</div> <div>Fake website should be avoided</div>	<div>Help me, volunteer</div> <div>Help me avoid travelling for donation</div>	<div>Successfully donate plasma</div> <div>Helps me with in-person care facility</div>	<div>To frequently donate plasma</div> <div>Help the needy at rough teams</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Appreciation certificate</div> <div>Motivate them to help</div> <div>It is exciting to be a part of social awareness</div>	<div>Satisfied about the donation</div> <div>Fun to also be given an opportunity to volunteer</div>	<div>Delighted to help the society</div> <div>Satisfied about the donation</div>	<div>Social Awareness</div> <div>E Certificate</div>	<div>Delighted to help the society</div> <div>Satisfied about helping others</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Confused about the after affects of plasma donation</div> <div>Time consuming when we have to reach the donation camp</div> <div>Frustration about plasma is not there</div>	<div>Confused about the authenticity of the website</div> <div>Frustration about plasma is not there</div>	<div>Frustration about plasma is not there</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>Plasma can be collected in person by the team</div> <div>Statistics about the availability of plasma can be updated every now and then</div>	<div>Plasma can be collected in person by the team</div> <div>Volunteers registration</div>	<div>Faster Plasma collection</div> <div>Statistics accuracy and availability</div>		