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 Swimming Pool,Safe-Guard,Drowning,Alerting.	**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?
Steps What does the person (or group) typically experience?	Kedge / Learning They will know about the good part of this tool / Learn about How the thing detects.	Secure people will feel comfort & secure	we are very glad,that we become a unforgettable part in their life.	It gurantees once life.
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?	It always active to detect the person in the pool / This is design to place in the Theme parks,Swimming pools and Hotels. / It can interact with the Life guard in the emergency situation	Idea By viewing more clear picture they got new ideas	It will give lots of assist to the safeGuard	they feel very sad
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	This is to provide the extra safety to the peoples in pools / Goal of the project is to ensure that the high priority.	Proved They feel very proud for having such kind of things	Spreading information to all kind of people	We overcome the drawbacks and create new models
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It will save an once life in the pool	Technology / We can trust this technology blindly.	The model learn lot of new movements to detect drowning	We learn lot of new things
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The system might fail to handle the situation that leads nasty.	People who unfamiliar with the technology cant trust easily.	Budget is high so not everyone can afford this at home	It takes more time to build the accurate model
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	By using AI tools to Detect the dangerous situation / Using ANN & CNN to detect a precise action.	All peoples to easy to understand	It helps to everyone	We provide better quality models & software
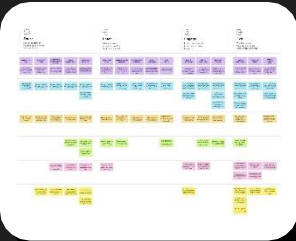
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