



# 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



## 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	Entice	Enter	Engage	Exit	Extend
<div>Browsing, booking, attending, and rating a local city tour</div>					
<div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>It should be fast</div><div>With rapid motion triggers, existing chatbot code, and a modular chat interface, generating and support multiple conversational scenarios.</div></div> <div><div>Saves Time</div><div>Chatbots help immediately solving customer queries, as the customer support representative does not have to focus on complex questions.</div></div>	<div><div>Simple task</div><div>Just one screen to the bottom, and a chatbot that can be used to answer questions, it allows users to ask questions, and they can be used to answer questions.</div></div>	<div><div>Asking Query</div><div>clarification on their issues and questions.</div></div> <div><div>Personal banking</div><div>banking, bank and other related requests.</div></div> <div><div>Quick information</div><div>chatbots use their customer service skills to provide faster and cheaper assistance to their customers by answering frequently asked questions with knowledge.</div></div> <div><div>Customer comfortable</div><div>Customers will be able to use the chatbot to answer their questions.</div></div>	<div><div>Received response</div><div>Customer will receive clarification on their queries as soon as they have finished asking the chatbot.</div></div>	<div><div>Consumer contentment</div><div>Since the customer's queries are answered, they will be happy if the chatbot can provide a customer service representative to handle their information.</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><div>People will interact with virtual assistant.</div></div> <div><div>People will interact with the dashboard on the web page.</div></div> <div><div>People will use Watson Assistant.</div></div>	<div><div>People will interact with virtual assistant.</div></div> <div><div>People will interact with the dashboard on the web page.</div></div> <div><div>People will use Watson Assistant.</div></div>	<div><div>Chatbot quickly editor</div></div> <div><div>on the webpages.</div></div> <div><div>People will use Watson Assistant.</div></div>	<div><div>People will interact with virtual assistant.</div></div> <div><div>People will interact with the dashboard on the web page.</div></div> <div><div>People will use Watson Assistant.</div></div>	<div><div>People will interact with virtual assistant.</div></div> <div><div>People will interact with the dashboard on the web page.</div></div> <div><div>People will use Watson Assistant.</div></div>
<div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me to clarify at anytime</div></div> <div><div>Chatbot should cover all the query</div></div> <div><div>Help me avoid irrelevant information</div></div>	<div><div>Help me avoid human help</div></div> <div><div>Help me to avoid waiting in line</div></div> <div><div>Help me to have more conversations</div></div>	<div><div>Help me to clarify my doubts</div></div> <div><div>It answers customers' requests immediately</div></div> <div><div>The Bot should be able to guide a customer to create a bank account</div></div> <div><div>The Bot should be able to answer loan queries</div></div> <div><div>he Bot should be able to answer general banking queries</div></div> <div><div>The Bot should be able to answer queries regarding net banking</div></div>	<div><div>It asks whether our doubts are cleared or if we want to use the service again</div></div> <div><div>It also properly ends the conversation by way of farewell</div></div> <div><div>It also gives customers additional options to contact their bank branch</div></div>	<div><div>The chatbot can meet that goal and enhance their experience</div></div> <div><div>Customers are no longer waiting weeks, days, hours, or even minutes for an employee to help them.</div></div> <div><div>It simplifies the internal organization and access and search for information</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><div>The chatbot will be more enjoyable to the customer if it's free to use.</div></div> <div><div>They are overjoyed if they discover this chatbot for simple banking.</div></div> <div><div>customers are eager to adopt new technology.</div></div>	<div><div>Customers are excited about using seamless customer service.</div></div> <div><div>When a customer sees that there is no registration procedure necessary, they are relieved.</div></div> <div><div>When people notice the user interface is straightforward, they are satisfied.</div></div>	<div><div>The customer will be happy to get an instant response to any query without any delay.</div></div> <div><div>chatbot UI should be easy to use and understand. It should also be visually appealing so that users enjoy interacting with it.</div></div> <div><div>Customers are pleased to have many options for their inquiries.</div></div> <div><div>Customers enjoy interacting with the bot since they don't become annoyed by their constant questions.</div></div>	<div><div>As they exit, chatbots motivate customers to use new generation technology.</div></div> <div><div>As they exit, given that their data isn't stored, it makes customers feel at ease.</div></div> <div><div>Chatbots make using them more comfortable since they eliminate the need for face-to-face interactions from beginning to end.</div></div>	<div><div>The customer feels delighted and gets enlightened after finishing using the chatbot.</div></div> <div><div>After their questions were answered, customers no longer felt anxious.</div></div> <div><div>Make the chatbot's behavior more enjoyable so that users will return anytime they like.</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><div>A consumer will feel upset if a bank charges a user to utilize a chatbot.</div></div> <div><div>Some chatbot features cost a lot of money yet provide good accuracy.</div></div> <div><div>concern about security breaches.</div></div>	<div><div>Some customers may find using chatbots to be confusing.</div></div> <div><div>The lack of a registration mechanism causes them to be feared.</div></div> <div><div>People with disabilities can't utilize this website correctly.</div></div>	<div><div>If the bot isn't working correctly, the consumer will be angry.</div></div> <div><div>When the chatbot's response is inaccurate, it will be tedious for the user to seek a solution.</div></div> <div><div>It takes a lot of time to look for reliable information.</div></div> <div><div>When a bot crashes, they sometimes have to restart, which annoys customers.</div></div>	<div><div>Customers get unsatisfied when they don't get the correct answer, even at the end of the conversation.</div></div> <div><div>customers get dissatisfied the chatbot's dialogue with the user wasn't appropriate.</div></div> <div><div>If the bot ends the chat too soon, the consumer gets unhappy.</div></div>	<div><div>Sometimes the chatbot offers vague information, which leaves customers to be confused.</div></div> <div><div>occasionally, chatbots might try to consider client insight.</div></div> <div><div>Chatbots frequently fail to comprehend language, which makes users angry all the time.</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><div>Considering better security</div></div> <div><div>Easy accessibility to every customers</div></div> <div><div>24/7 Availability</div></div>	<div><div>Easy to access FAQ</div></div> <div><div>Suggesting relevant solution to query</div></div> <div><div>Customisation in user interface</div></div>	<div><div>Relevant information and increased conversation</div></div> <div><div>Seamless Communications</div></div> <div><div>Well-trained with FAQs</div></div>	<div><div>Option to speak to a human agent</div></div> <div><div>Conversation Preview</div></div> <div><div>Quicker help across the platform</div></div>	<div><div>End-to-end conversation</div></div> <div><div>Easy accessibility to every customers</div></div> <div><div>Ability to Learn from previous conversation</div></div>