# 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

**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? | Browsing app: Most of the people will come to know about the fire management app / Visiting website: Feeling easy to access the webpage / Surfing Details: The customer will get the detail all at a sudden | Knowing Information: The customer gets the entire details about the app / Accessing: The customer will be able to access the fire management / Notification: Once the fire is detected the customer receives the notification | Quick Access: At once the fire is detected the alaram and notification is received / Sensor control: The imported sensors are always watching the system keenly / Control measures: Once the notification is received to the customer the preventions is done | Fire control: By using this we can control the spread of the fire / Safety: All the properties will be safe / No cause: All the initial stage the control and prevention is done to avoid causes | Recommend: After the experience others will be suggested to use this app / Benefits: Set up and accessing is much easy / Handle well: The monitoring system should be handled well |
| **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? | At first peple come with some queries / The people want to control the fire accidents / The customers need a easy way to overcome the fire | We can suggest the customer to enroll the app / Create a personal website for them / Can setup the technical setup for the customers | [Interaction with a person] / [Interaction with a person] / { Interaction with a person } | The sensors imported in the technical setup is connected / The ignation stage is sensed / The sensors provide notification through mail or message | Once the customer touched the notification the control measures starts / The extinguishers will automatically turn on / The fire prevention is made easy |
| **Goals & motivations** — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…") | The Customer wants to prevent fire / The customer wants to save the properties from fire | The customer installs the fire management app / The customers login with a website to access | The customers monitors the technical set up / The sendors in the technical setup is connected to the app | The access is made though the notification correctly / The notification directly allows the extinguishers to control | With the help of proper intimation the notification is accesses / Fire is completely controlled |
| **Positive moments** — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | The customer are happy to approach / The customer feels good with the solution | The customers are active to setup the technical setup / The customers are enrolled with the app | They can navigate the website / The prevention is done with the help of the notification | The customer quickly access the message easily / At once the prevention is started the control measures are completed fast | The fire is totally controlled / All the lives and properties are safe |
| **Negative moments** — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | The customer is doubtful first / The customer questions him/herself that they can alone manage it | The customer needs support at the same time affraid / The customers are not patient enough to completely set the technical setup | The customers are not willing to study the use of the components / some constumers are money conscious | The customers are keep on trying web page / The customers want to safeguard every properties without fail | They are not aware of the notification / Once the customer is aware of the notification he/she can overcome his/her problems faster |
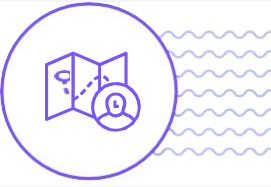
## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Once the customer started to find the solution he/she should implement it without fail

The customer should use the product without any hesitation

The implementation should be done faster

The monitoring sensors should be connected to the app

The web app should access the email or message

The customer should be aware of the message access

The sensors once given activation should control the fire

The extinguishers should automatically functionate to prevent the entire property

The customer should reveal the true factor of the product

The reach of the product can be made with the proper control