

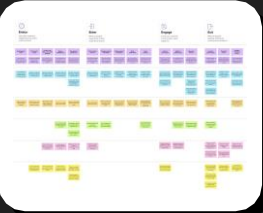


Customer experience journey map

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.

<div>SCENARIO</div> <div>Registering, locating the bins, disposing in the nearest bins.</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Scan QR code from the bin</div> <div>Enter the personal details</div> <div>Verification</div> <div>User scans the QR code from the bin to download the app.</div> <div>user enters the details like name, mobile number and locality</div> <div>User can view the filled details for verification.</div>	<div>Subscription plan</div> <div>payment process</div> <div>User can compute the payment based on the subscription plan.</div> <div>User can do payment online. Confirmation of payment will be given.</div>	<div>Arrive at the bin location.</div> <div>Dispose the waste properly.</div> <div>User needs to reach the bin location to dump the waste.</div> <div>User have to carefully dispose the waste without spilling outside of the bin.</div>	<div>Leave the bin location.</div> <div>Checks for updation.</div> <div>Reviews and Ratings</div> <div>User leaves the bin location once the waste is dumped.</div> <div>Users give feedbacks and ratings regarding their experience.</div>	<div>Number of times disposed will appear.</div> <div>Recommend the app to other users.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	<div>Smart phones with Android or iOS can be used to view the bin location.</div> <div>GPS in the Android or iOS can be enabled to locate the bin position.</div>	<div>Registration can be done via Email.</div> <div>Payment can be done via Google pay.</div> <div>Bins can be tracked via Google map.</div>	<div>Direct disposal of the waste.</div> <div>Users expect more than one bin in their locality.</div>	<div>Users email</div> <div>Leave the review on the review session.</div>	<div>Users email</div> <div>Recommendation span across the website.</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>Help me to dispose the waste somehow.</div> <div>Help me to locate the nearest bins.</div> <div>Help me to detect the level of bins.</div> <div>Help me to avoid taking wrong location.</div>	<div>Help me to do the payment without delay or issue.</div> <div>Help me to easily get notified about the bin levels.</div> <div>Help me to avoid lagging in verification and confirmation.</div>	<div>Help me to identify the accurate location of the bin.</div>	<div>Help me to dump the waste in a proper manner.</div>	<div>Help me to check the number of times I have disposed the waste.</div> <div>Help me to see the ways to enhance the subscriptions.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Excited about the smart bin technology.</div> <div>Delighted for keeping the surrounding clean.</div>	<div>Feeling delighted about ease of registration.</div> <div>Feeling excited about quick replacement of bins.</div> <div>Satisfied for ease of access.</div>	<div>Users feel happy about the friendly disposal of the waste.</div> <div>Users are satisfied about the smart disposal technique.</div>	<div>Users feel relieved after disposing the waste properly.</div> <div>Feel excited about correct identification of the bins.</div>	<div>User feel relaxed after sharing this system to other users.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Network traffic</div> <div>Frustrated to know that this system is implemented in some parts of the city.</div> <div>Angered due to the wrong updation of bin details.</div>	<div>Angered due to the wrong updation.</div> <div>Disappointed since the payment options are limited.</div> <div>Upset about the Subscription plans.</div>	<div>Users find it difficult to reach the bins by their own.</div> <div>User gets confused while tracking the bins.</div>	<div>User describes leaving a review as an arduous process</div> <div>Frustrated about non understandable guidelines.</div>	<div>Suspicious about the accuracy of the bins.</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>Fast updation of bin levels.</div> <div>Bin emptying process should be fast.</div>	<div>Try to deploy more bins.</div>	<div>LEDs can be implemented in the bins to identify it during night time.</div>	<div>Help notify the user change in subscription plan according to their usage.</div>	<div>Suggesting additional bins when the installed bins gets filled</div>