



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.

<div></div> <div>SCENARIO</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>Visit website</div> <div>Create an account</div> <div>Email verification</div> <div>Sign in</div> <div>A customer navigates to the website</div> <div>Customer can create an account</div> <div>User's Login details can be verified through Email</div> <div>Customer can sign in to our website through their Login details</div>	<div>Choose your favourite category News</div> <div>View headlines of the News</div> <div>Get the full content of the headlines</div> <div>User can choose a categories that they are interested with</div> <div>User able to view the headlines of every News in the homepage</div> <div>User can able to view the full content of the headlines by clicking on the headlines</div>	<div>Get interacted with categorized News</div> <div>User can search the particular News</div> <div>Trending News are available in mainmenu</div> <div>Contact support</div> <div>User can interacted with their favourite categorized News sections</div> <div>User can search the particular News that they wanted to</div> <div>User can see the Trending News in the homepage.</div> <div>If the User had facing any issues,they can contact us.</div>	<div>Logout</div> <div>User can able to logout by clicking logout button.</div>	<div>Personalized News recommendations</div> <div>User's personalised News are available in homepage</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>Login section of the website</div> <div>Create account section of the website</div> <div>Email verification done in create account section in the website</div> <div>Sign in section of the website</div>	<div>User can select any five section news that they are interested with</div> <div>Homepage section where news headlines are available</div> <div>By clicking on the headlines,User can view entire content of the news</div>	<div>User interacted with their favourite news in the favourite section</div> <div>User search and view the news in search section</div> <div>Trending news are available in trending news section</div> <div>User can interacted with chatbot and clarify the doubt</div>	<div>Logout section of the website</div>	<div>Personalized news section in homepage</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>Help me to create an account</div> <div>Help me to verify my account</div> <div>Help me to login into the website</div>	<div>Help me to select my favourite sections in the news</div> <div>Help me to view the headlines</div> <div>Help me to view the full content of the headlines</div>	<div>Help to interacted with favourite news</div> <div>Help me to search the news that I wanted to</div> <div>Help me to find trending news</div> <div>Help me if I facing any issue via chatbot</div>	<div>Help me to logout from the website</div>	<div>Help me to get the personalized news</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>It is very easy to create and login to the website</div>	<div>News are feeded based on the user's interest</div> <div>It is time saving when your favourite news are available in homepage</div>	<div>User can search the particular news that they wanted to,So user's time is saved.</div> <div>Trending news are available,So users are awared what's going around</div> <div>If user having any issue and doubts they can contact via chatbot</div>		<div>If more user interacted with same news then the system recommend the news to the users</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Sometimes user forgot to select favourite category</div> <div>Sometimes user forgot the login details</div>	<div>Some news aren't genuine</div> <div>Sometimes user can't able to view the full content of the news</div>	<div>Sometime users may not get the news that they are searched for</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>User can also able to change the favourite categories later by login to the website</div> <div>If user forgot the login details,They can recover the account by email verification.</div>	<div>User can report the fake news via chatbot</div> <div>User can able to report the issue to the chatbot available in the website and after the bug is fixed.</div>	<div>User can report it to the website and later they will improve the search engine</div>		