

Template



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.

<div>SCENARIO</div> <div>Asking Bank related queries</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>Suggestions from bank</div> <div>Banking chatbots are advertised by the banks for customer support</div> <div>From Internet</div> <div>Chatbot solves customer queries online and quickly and hence saves time</div> <div>From other customers</div> <div>Customers who are satisfied by the services recommend it to others</div>	<div>Simple UI</div> <div>Chatbot provides a simple and user friendly interface</div> <div>Interactive webpage</div> <div>Chatbot can also be accessed via the bank's official website.</div>	<div>Asking Queries</div> <div>The user engages with the chatbot for asking queries</div> <div>Viewing account status</div> <div>The user can view the status of his account through the chatbot</div> <div>Personal Banking</div> <div>This ensures the personal banking experience</div>	<div>Received Response</div> <div>The User can exit the chatbot once he/she received the response</div> <div>Convenience</div> <div>Overtime the user gets used with the chatbot and becomes convenient</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>People can interact with virtual bank assistant</div> <div>People will interact with the dashboard on the web page</div> <div>People will use Watson assistant chatbot</div>	<div>Chatbot provides various options for customers to interact</div> <div>Customers have information at their hand</div> <div>Chatbot provides various features</div>	<div>Chatbot can provide instant response to the customers</div> <div>Chatbots provides voice based banking services</div> <div>Customers can make queries in their preferred languages</div>	<div>Customers can efficiently use chatbots on variety of platforms</div> <div>Customers can get their tasks done by using chatbot</div> <div>Customer can give feedback about the chatbot</div>	<div>Customers feel easier to clear their queries</div> <div>Customer feels satisfied with the services</div> <div>Customers can access and exit the chatbot whenever needed</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>Help customers to clarify the queries</div> <div>Help Customers to get relevant and correct information</div>	<div>Help Customers to avoid human interaction</div> <div>Help Customers to avoid inconvenience</div>	<div>Help Customers to get information about loan queries</div> <div>Help Customers to create bank account</div> <div>Help Customers to gain knowledge about net banking</div>	<div>Help Customers to exit the chatbot when they are satisfied</div> <div>Help Customers to get additional information</div>	<div>Help Customers to get quick response based on previous interaction</div> <div>Help Customers to reduce waiting time</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Chatbot will be convenient to use</div> <div>Chatbot is free to use</div> <div>Chatbot is enjoyable to use</div>	<div>Seamless customer service</div> <div>No tedious process involved</div>	<div>Easy to understand and use</div> <div>Happy to get instant response</div> <div>User-friendly interface</div>	<div>Eliminates face-to-face interactions</div> <div>Make customer feel at ease</div>	<div>Customer feels delighted to use</div> <div>Customer no longer feels anxious</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Ambiguous</div> <div>Security issues</div>	<div>Some may find it confusing</div> <div>It may cause fear due to lack of registration</div>	<div>Customer gets angry if bot is not accurate</div> <div>Customer may feel helpless if chatbot is not working correctly</div> <div>It may take lots of time to look for reliable information</div>	<div>Customer may get angry if they are able to exit the chatbot</div> <div>Customer may get dissatisfied if they get inappropriate response</div>	<div>Chatbot may get vague response</div> <div>Chatbot may fail to comprehend user statements</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>24/7 Accessibility</div> <div>Privacy</div>	<div>Easy access</div> <div>Customization</div>	<div>Seamless communication</div> <div>Relevant response</div> <div>Quick response</div>	<div>Feature to contact customer care</div> <div>Frequent answers</div>	<div>Encrypted conversation</div> <div>Learning ability</div>