

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.

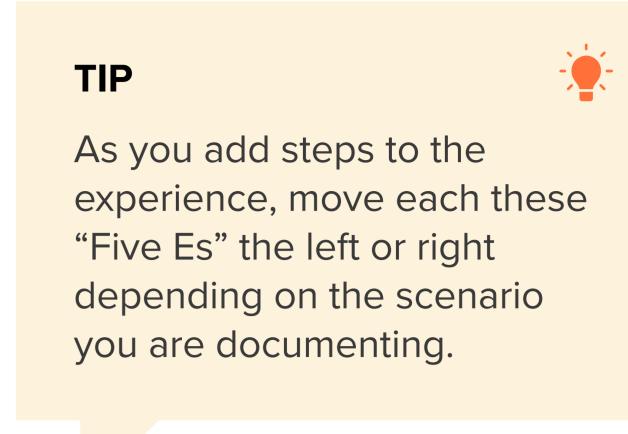
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Document an existing experience

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.



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?	Compact nature of device.	Difficulty in learning.	Child to be monitored at all times.	Very Important project in current generation.	Compact project.
 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? 	Interfaces which allows people to either monitor.	Attention deficits.	Monitoring and maintaining a safe work environment.	Child safety and Monitoring.	Simple to control.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	This devices that self report in real-time.	Child safety.	Effective record keeping.	Avoid child abused.	Improve child safety.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Smart gadget ,fully automation process.	Helpful and secure.	Very Helpful to monitor child.	To improve practices and activity in future	Not fears to parents.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Connectivity and power dependence.	Protecting privacy.	Lags on automation.	Lack of computation capacity for efficient built-in security.	Difficult to use .
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Better business opportunities.	Improve work safety.	Children to be safe and secure.	Provide safety for child.	Cost effective management.