



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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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>Communication System for specially abled persons</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>Checking for updates</div> <div>Deaf people who are not able to speak check for the updates in technology that helps them to communicate</div> <div>Checking for updates</div> <div>A person checking for any recently available technologies for deaf or dumb people</div>	<div>Starting their usage</div> <div>As they begin to start the usage, they start experiencing the advanced features of this application</div> <div>Find solution</div> <div>They finally come to know about the application and use it in a comfortable manner</div> <div>Finding difficulties</div> <div>As they start to use the application they start to find the error or some discomfort in handling the application</div>	<div>They communicate with the app using CHN and that converts them into voice</div> <div>As they came to know about the app they start using the advanced features of this ap</div> <div>Start using the application whenever needed</div> <div>They communicate with the app using CHN and that converts them into voice</div> <div>As they get benefitted continuously from the app they got familiar with inform</div> <div>As they start to use, they see the features that are available for application</div>	<div>They get certain updates in the application as they use the app continuousl</div> <div>They also get knowledge about the steps that to be taken during new versions of the application</div> <div>If they need any extension they will suggest any advanced feature in the app</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>They keep interacting with technically string people</div> <div>They try to create new things by their intuition</div>	<div>During usage they interact with the mentors who help for their better usage of the app</div> <div>After getting clear they try to explain things to deaf and dumb people like them</div>	<div>Using the app they can communicate with each other and with the normal people</div> <div>They make communication much easier and does eliminate the feel of disability</div>	<div>After usage they suggest this type of apps to nearby friends</div>	<div>The completion of a user's task with the help of AI support, which may manifest itself is non intermittent scenarios.</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>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>					
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</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>technologies</div> <div></div>	<div>deeds</div>	<div>elated</div>	<div>to their friends</div>	