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**Template**



**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.

Customer experience journey map

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SCENARIO**...  Purchasing products through a Smart Fashion Recommendation Application | **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? | **Through**  **Advertisment From Friends**  Our application can News can travel be advertised through word of  through social mouth.  media. | **Login Add Personell Details.**  Create Account Adds adress and contact information. | **Searches Clothes Select price range Select color Select size Select Website Select Payment Place order.**  **Method**  Helps search for Helps search in price Helps search in Helps search in size. Helps search in Allows choose The customer can specific clothes. range. color. website. payment method place the order. | **Bill is Generated Order is Tracked**  The bill is generated the tracking of the  for the total order is enabled. products. | **Customer Reviews Product**  customer can review the product once received. |
| **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? | Interaction with Interaction with a  social media person. | iOS App or Android iOS App or Android App App | iOS App or Android iOS App or Android iOS App or Android iOS App or Android iOS App or Android iOS App or Android iOS App or Android App App App App App App App | iOS App or Android iOS App or Android App App | iOS App or Android App |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Help me find feasible Help me find feasible applications for applications for  shopping shopping | Create an Account Add details for  Delivery | Find a product Find a product Find a product Find a product Find a product Find a product To confirm the suiting my wish suiting my wish suiting my wish suiting my wish suiting my wish suiting my wish purchase of the  product. | Find the Total See when the  Amount product Arrives | To express whether the customer likes the product or not |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Finds a feasible Finds a feasible  application for application for  shopping. shopping. | Only need to sign in Only need to add once. details once. | Can find products in Can find products in Can find products in Can find products Can pay for products The order is desirable price desirable color. desirable size. from desirable through any method. confirmed.  range. website. | We know the total We know the exact amount. place/phase our  order is in. |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | [ Description of a [ Description of a negative moment ] negative moment ] | Takes a long time. Takes a long time. | Cannot find the Cannot find the Cannot find the Cannot find the Cannot find the Cannot find the The order could not specific product.A specific product.A specific product.A specific product.A specific product.A specific product.A be placed due to  some errors. | Bill amount is not Not able to track right. order. | product is not satisfiable. |
| **Areas of Opportunity**  How might we make each step better? What ideas do we have? What have others suggested?... | Could do more advertisement about application. | Might have simple Might have simple steps to sign up. steps to add details. | Can have more color Can have more size can have easy Can have simpler Can have simpler options. options. access to all payment options. payment options.  websites. | Bill could be sent to mail. |  |

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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