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| **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.  Created in partnership with    [**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) | ✴  **Document an existing experience**  Narrow your focus to a specific scenario or process within an existing product **TIP**  or service. In the **Steps** row, document the step-by-step process someone As you add steps to the  typically experiences, then add detail to each of the other rows. experience, move each these  “Five Es” the left or right  depending on the scenario you are documenting. | | | | | | | |
|  | **SCENARIO**  **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? | **Think of finding an app**  **Tired of typing for converting**  **information from handwritten information**  **handwritten notes to computer readable text** | **Find an app for**  **recognizing Download and**  **handwritten signup information** | **Open the document Import the picture** | **Terminate the Save the document process output**  **Manual edit** | **Text format seems Online handwriting to terminated recognition on**  **computer tablets**  **Automated music symbol notation reader** |
| **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? | **Ask friends for app Search in browsers**  **Information through Through social**  **online ads media and apps** | **Find a space to give New document input**  **Space for drawing directly** | **Scan the document Write directly on screen**  **Import the picture from file** | **Sharing the Terminating the**  **documents process** | **Handwritten ancient document reading and writing** |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | **Help me find a app Should have good to recognize my accuracy**  **handwriting** | **Help me find an app Help me avoid**  **for recognizing typing information handwritten data**  **Help me reduce typing time** | **Writing and sending Variety of**  **SMS in written applications as**  **format electronic form**  **filling** | **Accuracy Reduced time consumption** | **Digital revolution for Handwritten technology** |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | **Easy to access Reviewed when we required**  **Find it smart Reduce time consumption** | **Wide range of Extraction of source have been utilized**  **handwriting - Good for character**  **& Bad recognition** | **Generative models**  **can perform Rich description of**  **recognition driven instantiation segmentation** | **Find easier and Find productive ans**  **delightful enjoyable** | **Processing bank Numeric entries in**  **check amounts forms filling up by**  **hand (Ex: Tax form)** |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | **Delay to type Fear of sending written data** | **Countless potential Tricky for**  **uses for handwriting programmers to**  **recognition provide enough**  **examples**  **Making it hard to awkward angles to consider** | **Will the recognition Will the data be be accurate? lost?** | **Only English alphabets and digits can be recognized** | **Can have more feature like various languages** |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | **Make touch to Make revolutionary handling mode with for updating source**  **reliable manner through code rate** | **Providing high Schemes that accuracy and faster exhibits lack of high**  **accuracy** | **Update new form of Make path for**  **handwritten forward**  **historical data digitalization** | **Efficient way of converting handwriting to text** | **To attain higher**  **performances in the Low consumption**  **domain of character time**  **recognition** |
|  | **Need some inspiration?**  See a finished version of this template to kickstart your work.  [**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace) |  | | | | | | | |
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