

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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

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?	This method is used since caregivers couldn't watch over elderly individuals all at once. Patients are struggling to identify the medicine name Numerous elderly people died without obtaining medical care or caregiver acknowledgement.	The caretakers shouldn't be stressed out by being around the elderly all day. They will learn that they are being watched over by caregivers or medical professionals round-the-clock.	Caregivers will look for the best monitoring systems available. They will look for people to look after them constantly.	They will learn how expensive the system is.	Caretakers will be safe if they invest in a cost- effective system that enables them to recognise and alert whenever an emergency is necessary.
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?	During the travelling maybe they forget to take medicines The patients may interact with the web application Doctors will encourage patients to ask for assistance from anyone or an elder care provider.			Elderly people will designate someone, such as a caregiver, to watch over or take care of them.	The caregiver who was hired to do the caregiving tasks will be fired.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Check to see if the elderly display any strange behaviour. Monitor the elderly people for 24/7	Without assistance, they are capable of caring for themselves.	to be cautious and always be aware of the warning.	to be cautious and always be aware of the warning.	Monitoring and alerting the medical staff or caretakers.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Caretakers discover that caring for the elderly may be much simpler than in the past.	seeking help from others as they search for the medicines all day.	making mistakes that need to be rectified in the next action.	making mistakes that need to be addressed in the next course of action	should never once again perform the preceding procedure in its entirety.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Protecting elderly people in emergency situations must be difficult.	When sudden drops in blood pressure and heart rate occur, saving them must be risky.	When every safety precaution fails, there is a full loss of income.	When every safety precaution fails, there is a full loss of income.	They cannot be sufficiently protected against senior citizens by any method.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	having a thorough investigation of the location and time of year to determine the heartbeat rates.	Elderly individuals who desire to live alone should seek out personal assistance.		When an elderly person is in trouble or in an emergency, this system will alert and detect it.	They can live a respectable life without worrying, and In each situation, support was given when it was required.