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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? | **Enables Friends and Transcribed**  **family of Communicate conversation are**  **with specially abled by then shown to both**  **using application**  Customer experience Application helps the  a equal level of quality  conversation as customer's societal  others and career status to improve | User experience a  **Enthusiasm and** relief of anxiety and to  **Boost in confidence** see application match their expectation | **Users register for Customer are given**  **the service and tour to the app to**  **welcomed to the teach the features**  **community of our service**  **Customer were**  **User start our asked about the**  **service with precise experience of the**  **transciption service** | **User approach to User were asked**  **the service is about the feedback**  **analysed of our service**  **Users comment User recommends**  **their satisfactory our service to others**  **rating in App-Store to sign up** | **User recommends**  **our service to others Advertise to the**  **as they trust our customers quality service**  **Create Awareness of our app to public to integrate the app into society** |
| **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 touch points or physical objects would they use? | Customers interact  can interact with app Conversation were  using text or sign transcribed live language  UI should be Most interaction will be  welcoming and signal language and it is  refreshing translated to user  selected language | User will be notified of User can give  their privacy policy. If information to help them  customer accept the in conversation like  terms and conditions. name and their contact  the service is continued details  User give their medical condition so the service will be build around it | Customer can now If any help needed  choose to start the Live support team will  conversation medium help the customer at any point of time. | User review is also Customer can now  done using sign communicate with an  language inclusive community  of specially abled | Our service also has Interact with website  can be given a trial to evaluators and  customer to provide a feedback  experience |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Make specially abled Our services should customers to be be affordable to  more inclusive in every human  society | Improving the conversation stage to the specially abled | Understand the Approach the Give quality and well dynamics of the market problem statement in built app to customer and hardware required customers point of  to run to engage in view  conversation | Improving the conversation stage to the specially abled | Understand the Research about the  dynamics of process and its inner  customer acquisition working |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Obtain Successful Inclusive community output make users feel  excited | Sense of Anxiousness coupled with joy to test out the website | Feeling of relief and happiness that their disabilities no longer exist | Feedback have been Beta Features are  analysed and given to the  addressed customer before  immediately main version release | The intrinsic moral of They develop a sense of  company should be trust around our brand reflected in the and become something services provided special to our customer  Proud about the website's value and share feedback to others |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Some can be Some might not  overwhelmed of the embrace our  advanced technology technological  used in our services improvement | Feeling of anxiety to give all the information to a private organisation | Frustration if the Frustration if the Subscription model can  society doesn't hardware doesn't make customer frustrated  accept the medium meet the software as they should remember  of conversation requirement the package expiration | Might be  disappointed if the Pay wall can be  process is frustrating for the  unsuccessful customer | Provide negative feedback due to the bad experience |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Prepare users in Variety of  advance of the suggestions from  services provided other peers | Confused of the service as the competitor claim a similar service | Further improvement of product is discussed and developed to satisfy the customer | Feedbacks and Constructive criticism were analysed and made room for improvement | Promotion of the service help grow among peer competition |
|  | **Need some inspiration?**  See a finished version of this template to kick start your work.  [**Open example**](https://app.mural.co/template/f59f644b-b4b4-47b5-9ed6-3a8c71ceb612/896b31fe-5597-40ef-9b06-3811a1a45ace) |  |  |  |  |
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