Customer experience journey map

We have used this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. We use this map to document and summarize interviews and observations with real people rather than relying on our hunches or assumptions.

Created in partnership with

Ⓟ Product School

Document an existing experience

We have narrowed our focus to a specific scenario of users interacting with the web application. In the **Steps** row, we have documented the step-by-step process how someone typically experiences.

SCENARIO

User analyzing water quality using web application

	Entice How does someone initially become aware of this web application?	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?	EXPLORE / ONLINE ADEVERTISING / Collaboration / Friends/Family	Web application — The user initially gets landed in the welcome page of the website	Inorder to engage the user and make him stay in the website, Few guidelines are provided explaining the application	On completion of process, the user wants to know the quality of water based on the parameters he has given	On completion of process, the user wants to know the quality of water based on the parameters he has given
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?	The users see the welcome page of the web application / The user sees the web appliction through monitor or in the mobile screen	The user sees the web application anywhere with it be street or home or office / Colorful User interface with input columns for parameters that accept values.	The user clicks on the input boxes in the screen and enters values for parameters such as BOS, Dissolved Oxygen	Clicks on "Calculate" at the lower bottom. The system checks the parameters against the model generated and the output is presented.	The result is displayed on the screen. The system asks the user to suggest to his friends and colleague
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Proper advertising and marketing of the application is the key goal in thhis stage	The dynamic web UI compatible for any device such as mobile or web or Tablet	An interactive dashboard that makes user feel ease and simple for access	Accurate results of water quality are the most important goal of this step	Inorder to make the customer come back again or to suggest for others, we have make his experience smooth
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	More aesthetically impressive look of the website attracts the users	Simple authentication steps and easy navigation are important	Inputs are suggested rather than manual inputs	Easily interpretable results are displayed	Further classification in fit water
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Dull and unattractive as well as complex UI confuses user	Improper navigation and complex authentication such as multi factor irritates user	Inefficient inputs may lead to error or inappropriate results	Result of water quality is difficult to interpret and understand	When the user is irritated or confused, he is never welcome again.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	For advertising, the power platform would be social media	To make experience smooth, we follow simple authentication such as username and password	Human errors are possible. to avoid it, we use suggested inputs	To get accuracy, we use appropriate inputs and train th model with algorithm that gives maximum accuracy	We provide social media buttons to share the application with friends and family

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