

## Customer experience journey map

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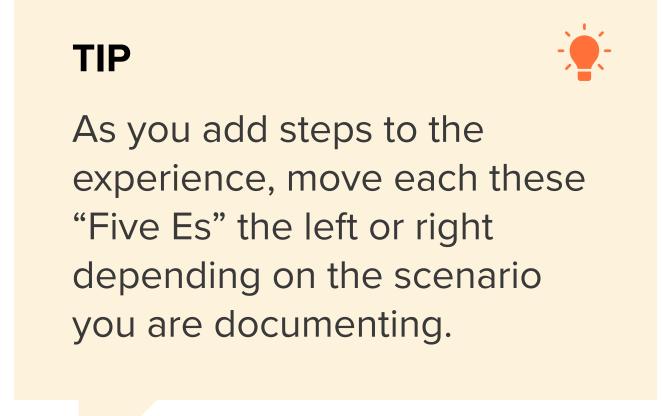
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## Document an existing experience

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.



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?	[ People may learn the system by examining the data in advertisements. ]	[ As customers starts swimming they will be under monitor ]	[ Detection] [while in an urgent	[recovery] prevent the drowning of the individual	The [Extending] system needs to be taught in various safety precautions
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 a lifeguard]  [Camera(vision) present around the swimming pool]	Every time necessary, safety precautions should be implemented.	aid in the event of difficulty	immediate actions should be taken	The drowning system must make the consumer happy.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	[The major goal is to protect people from drowning]	When swimming, swimmers shouldn't experience any discomfort.	swift reaction	prepared with urgent medical aid	The drowning system must make the consumer happy.
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	[Comfort and secure]	Swimming with safety precautions will give you confidence.	An algorithm with inadequate training may produce inaccurate results.	should feel secure and satisfied upon recuperation	aid in the injured person's recuperation
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[ Possibility of drowning ]	Fear may be caused by the potential for drowning.	An algorithm with inadequate training may produce inaccurate results.	time delay	explain the safety system.
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	[ by training the algorithm in many Areas ]	[ Active drowning can be detect quickly ]	Response time and safety gear have to be enhanced	Every scenario should trigger the safety backup.	high likelihood of many crucial situations