

## 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 v

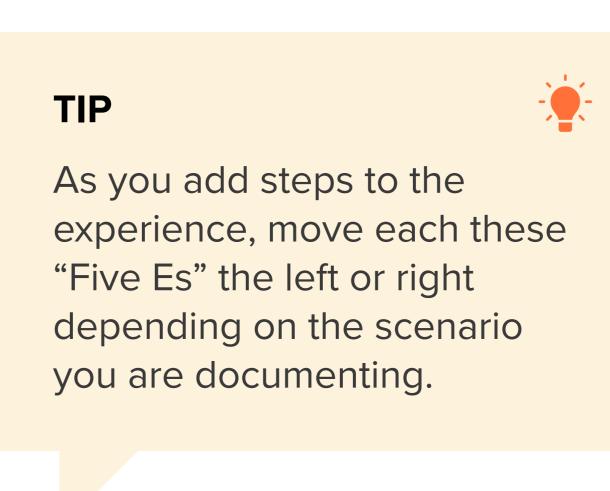
Product School





## 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	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?	Upload Image  User upload the image which they want to process  View the result  The user will get the processed image from the trained data set	Processed image/ Information  Very Convenient to use			
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to?	User interface is used to interact with people and model				
<ul> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Interact with IBM cloud				
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To provide accurate, efficient and safe means of interaction without affecting the quality of the work  To recognize the user's commands through hand gestures				
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	There is no need for computer interaction devices				
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Surgery is often high stress  Time Constraints				
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	User in medical for diagnosis  Used in gestures				