**Customer experience journey map**



**Template**

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| --- | --- | --- | --- | --- | --- |
| **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? | **Advertisement**  **through social comments from the**  **media existing users**  **platform**  Test can be done  along with diabetic awareness camp can  treatment. be established | **The prediction result** people will get excited  **will** after  **be shown in the** getting to know the  **output** instant  result  They will feel quite nervous about the results | people will get excited after getting to know the instant result which in turn reduces the complexity rather that usual treatment | User will be amazed and thrilled to get fast and accurate results as previously this task was timeconsuming. | User may be excited to interact with business partners to implement model at a large scale |
| **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 thing:  They use eye Retina Interaction with a person :  Images as Digital They talk to people who have  images. already undergone retinopathy treatment and gather the  information that is needed or to the one who is a specialist in this treatment  Interaction with a thing: They use eye Retina Images as Digital images. | Interaction in a  place: They are Interaction with a  supposed person:  to be in the Users may interact  hospital while with the patients for  undergoing whom the disease  are diagnosed for  treatment | Device classifying the disease | Detect other diseases too which would lead to faster diagnosis. | They try how to expand their products with other business partners. |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | This product saves  time for the patient to This product helps  wait for their results people avoid high  risk  of vision loss. | Less time  consuming to avoid a  solution and complicated  complicated procedure.  procedure. | Uploading data should  be easy , quick and easy hadling of data. | Help me avoid data leakage. | Helps me to extend the project in large scale and to join with other project patterns. |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Surveying people and Exploring various  exploring various solutions might  solutions might  interest some people interest some people | If Retinopathy is identified in early stages then it can also be cured earlier. | As the results arrive in a few seconds, user saves valuable time and may parallely work on other tasks. | The model could be extended to detect other diseases too which would lead to faster diagnosis. | The solutions which implemented will save lots of cost which may delight the hospital management. |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | The user may get After going through the  vague responses advertisement some  which may cause might fear the  frustration consequences that will happen in the future . | Due to gossip between common people, people may fear to share their medical data | UI of the application is not user friendly for uneducated peoples | If the process gets complicated user may get irritated. | If the model prediction does not match the doctors diagnosis, it may cause confusion and stress, |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Might give TV may try to adopt  advertisements to Digital marketing  make people more methods to spread  aware awarness | Procedure explanation of  the process can be done | Navigation comments for user tools to  guide use | Sending messages or emails to the respective patients and doctors about the predicted results | better servers to handle the traffic and to store patient's data |



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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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