

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

TIP
As you add steps to the 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

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice

How does someone initially become aware of this process?

KNOWLEDGE

LEARNING

They can acquire knowledge about various enriched food items

Browse food item's nutriti

They can learn about intake of food in a healthy way

The customer wants to stay fit and

User will be able to view their progress and dashboard.

The apps can be accessed through PCs, laptops, Mobile Devices

Helps the user to stay fit and healthy

Help me see what I have to eat

The motive is to avoid intake of

The app provide health information as well as help the users to obtain a

They fell disgust as they are unaware of quantity of the food habits nutritious

Enter

What do people experience as they begin the process?

A proper health maintain tip

The user will know about the nutrients they intake in a day

The user needs to take a perfect image of food what they eat

The app will classify the image after clicking the browse button

They provide a lot of information

Dashboard page

Help me commit to Diet schedule.

Help me feel confident about my

Help me make sure I don't forget about my daily schedule

Following diet chart is very bare-bones and

They will surely miss their most likely food

Engage

In the core moments in the process, what happens?

The user get a clear idea about food diet

Every information will be clearly displayed to the user

Most common objects people interact with food related items

The customer looks for the group or guide, often from a distance as they walk closer

Help me feel good about my decision

Help me to have the food with good feelings and

Our guides tend to be so good that people are reassured when they

Sometimes people neglect their health rather than health insurance, and diabétes will get reduced.

Exit

What do people typically experience as the process finishes?

HEALTH IMPROVEMENT

Progress

They feel some changes in their routine food habits and

Every day they feel young, energetic and

"Leave a review" modal window within the profile on the website, IOS app, or Android app

We overcome the drawback and create

Help me not to feel lethargic

We learn lot of new food habits

People generally wake up feeling refreshed and

We cant spent more money for

People are unclear whether a tip is necessary, especially

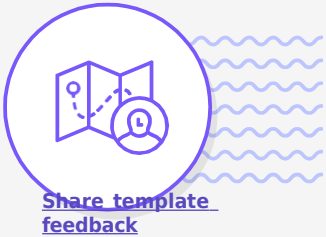
Extend

What happens after the experience is over?

Recommend friends process to make use of the website

Personalized offer for regular assessment

Gradual process to next level



Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?



Maintain a healthy diet to free from various diseases

Be energetic and young always which

