

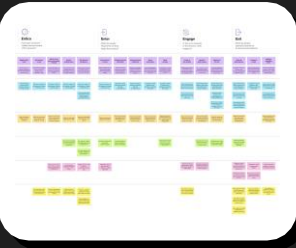


Customer experience journey map

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  Product School

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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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Email Marketing<div>helps to create, send and share professional email newsletters.</div></div> <div>Social media<div>posting compelling content increases the chances that your audience will share it - which is free promotion for your website.</div></div>	<div>User Friendly Interface</div> <div>Registration</div> <div>Login</div>	<div>User Resume Upload</div> <div>Job Search and Queries</div> <div>Apply for job</div>	<div>The user can get a clear idea on the job roles available for his/her skills</div> <div>The user waits for the applied job updates</div>	<div>The user gets his desired job role</div> <div>The user lands in his/her dream organization</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div>Interaction with email newsletters and subscribing for updates..</div> <div>Interaction with social media apps like twitter, facebook, instagram, linkedin etc..</div> <div>Interaction with the developed application</div>	<div>Interaction with the home page</div> <div>Interaction with the sign-up page</div> <div>Interaction with the login page.If the user has completed registering.</div>	<div>Interaction with application to upload profile details and resume</div> <div>Interaction with the chatbot</div> <div>Interaction with the application to know about available job roles based on the skill sets</div>	<div>Interaction with the developed application</div> <div>Interaction with the people working in the organization</div>	<div>Interaction with the people of organization on confirmation of job</div> <div>Interaction with the application</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Ease of access without any glitches</div> <div>Warning the user on false emails</div>	<div>Making the loading process time quicker</div> <div>Enabling security questions option during login</div>	<div>Making chatbotuser-friendly and respond more effectively</div> <div>Providing better security</div>	<div>Recommending job accurately for the user's skillsets</div> <div>Quick and instant notifications on job updates</div>	<div>Getting confirmation from organization through a formal offer letter</div> <div>Providing secure database</div>

