

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





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.

SCENARIO Browsing, booking, attending, and rating a local city tour	Emergency How does someone initially become aware of this process? Case	Hospitalaization What do people experience as they begin the process?	Resource Allocation In the core moments in the process, what happens?	Periodical Reports Exit What do people typically experience as the process finishes?	Follow-up Consultation What happens after the experience is over?
User Actions	Patients affected with pandemic disease will have the necessity to be admitted in hospital	Hospital management and staffs are responsible to hospitalize the patients after the test result being positive	patients should	After anlyyzing reports are created with time intervals	Future doctor consultation is important
Touch Point	Test&Results	mode of	Analyzing the severity of the affected virus	Reports on pharma portals	Android application or Video conference
Overall Experience	the hospitals with	Admission process and hospitalization may take longer than expected	In some cases, difficulties may arise in timely allocation of resources	Positive reports	Happy and relieved
Emotions	Anxious and Tensed	Nervous and worried about health and	Tensed	Positivity	Relief from diseases

recovery