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**Template**



**Document an existing experience**

**TIP**

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

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.

Customer experience journey map

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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? | **Hear from friends Searching for apps**  **and colleagues, and get**  **develop interest recommended under**  **into the app similar interests**  A happy customer When there is a need,  shares their people search for  experiences with applications and find the  people around them. app under similar  interests. | **Home Page ChatBot**  The home page consists A chatbot at the welcome  of what the users screen to navigate and aid  generally or most the user to make decisions  commonly use the using valid  application for. recommendations. | **Search Browse Choose Order Delivery**  The user searches for an The user then browses When they find a product or A user completes the The manufacturer or  idea or the chatbot through the variety of a collection of products that purchase from a variety delivering company gets the recommends them to buy a products under categories they desire, the choose and order and deliver the ordered product which are most for an ideal product of move to the cart for further of option either cash or product to the customer  commonly purchased. their choice. process. cashless, UPI, card, etc., within the specified date. | **Receive Replace**  The customer receives the In case the customer is not  product, check whether the satisfied with the product or  product is the one they have other queries, they send  ordered, try them out, give back the product for  feedback to the delivery replacements or refund.  company. | **Reviews Recommendations**  **and Reuses**  The user after they have The users, from their  experience with the product experiences, recommend  or application, they give the app to their circle, and  reviews inside the application reuse when they need to  or the app stores. purchase new products. |
| **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? | More discounts and  offers to be On seaching of  provided to attract desired product and users selection of quality  of product  Selection of products from recommended products | User Interface By giving more  interacts the the user discounts  The app assistant helps user to navigate | Navigation from Voice assistant is  page to page used to show high  remains stable and recomendations of  smooth the products | User should feel the  The good UI Privacy and security product is worth of  experience of the system money after buying the product | User can rate and People around the  review the product user can relate to the  after the product is application and start  delivered suing the product |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | To get desired product  attractive products  Value for money | Landing page with atractive products  Offers and discounts on moving carousel  Refreshed interface and  Interactive chat bot | Pepole will more  engage with chat bor Checking availability  recommendation  Felling free to search Review and rating  more products  Looking into trending and quality things | Checking order status  Moving selected products into cart  Checking offer time | Processing Order  Pushing notification  Recommending products related to search |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Positive feedbacks Customer ratings in and app stores and more  recommendations download and install from the circle. count. | A smooth and An intelligent  adaptive UI that assistant that can  creates an interest understand the  for the user. needs of the user. | User finds product of User finds better User gets huge  desire. products than what offers and discounts  they wanted and makes big  savings. | User gets the The delivery process  product in good is easy and user-  shape. friendly. | User continues to reuse User gives good  the applications for reviews and  future purchases and recommendations to  gets similar experiences. their circle. |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Choosing quality Application Payment process products Navigation | User Interface Viewing products New chat bot | New mechanism Chat bot New type search recommendation | Searching products Delay deliver date User experience with discount and and offer expire  offers | More push Offer expired Background process notification active |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | We created chat bot  which make more We organized the best Chat bot use for  interaction towards recommendation based navigation  on a user perspective  user | More suggested Easy finding Making user to have products using products using chat more interaction with search bot application | User finds more easy  Chat bot creates making user to stick way to search  more engaging user with application products with chat  bot | Satisfied with  satisfied with Experienced with application new chat bot | enhancing user Showing new Making experience products based on enhancements in the  search application for better  experience |



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