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**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.

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**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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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? | **checking for searching for**  **updates solutions**  a person during deaf people who are not  checking for any able to speak checks for  recently available the updates for technology  technologies for deaf or that helps them to  dump people communicate | **starting thier usage** finding find  difficulties solution  as they begin to start the  usage, they start theyfinally come  experiencing the as they start to use the to know about  application they start  advanced features of to find the errors or the application  this application some discomfort in and start using it  handling the  application | as they came to  start using they communicate know about the  the with the app using app they start using  application CNN and that the advanced  converts them into features of this app  voice often  as they get benefited  as they start to use good interaction continuously  they see the between the from the app the  features that are get familiar with  available for user and the it  engaging the application takes  people place | they get certain they also get the  upldatuons in the steps that to be  application as they handled during  use the app new versions of  continously the application | if they need any extension they will add any advanced feature of the app |
| **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? | they keep interacting they go for placce swho with technically strong provide the information and engineering or machines that helps  stdents deaf people  they try to create new things by thier intuition | after getting clear  during usage they they try to explain  interact with the things to deaf and  mentors who help dump people like  for their better them  usage of the app | using this app they can communicate  with each other they make  and with the communication  much more easier  normal people and does not have  the feel of disability | after usage they sugest this type of apps to neraby friends |  |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | during this step the motivation of the person is to find a better technology | to get to  the motivation of knnow about  the people during the information  this session is to  understand the of the project  application | to experience the advanced features of the application and make use of the system efficiently | they have a desire to share this to their friends |  |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | they will get several information related to advanced technology during searching the application | they will come to know about the features and start using the benefits of the applications | they will enjoy the advanced feature of the application and forgot their disabilities | they will do good thing to their friends by suggesting this to others |  |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | they get more information which will get them confused | they may get disappointed due to the usage | they may even get addicted to this type of applications | this app may be not usable for their friends and they may get disappointed |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? [What have others suggested?](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) | they get good ideas they get more  and informations  regaring advanced suggestions from  technologies different people | they have an idea of using and good things application | making use for this advancement may make the person more satisfied and happy | they have such a better experience good enough to teaching this to their friends |  |