Customer experience journey map

Product School

SCENARIO Communication System forspecially abled per	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?	A person checking for any recently available technologies for deaf or dumb people / Deaf people who are not able to speak check for the updates in technology that helps them to communicate	As they begin to start experiencing the usage, they start the advanced features of this application / As they start to use the application they start to find the errors or some discomfort in handling the application / They finally come to know about the application and use it in a comfortable manner	As they start to use, they see the features that are available for engaging the people / Good interaction between the user and the application takes place / As they get benefitted continuously from the app key get familiar with it		
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…")	technological facility	the application	efficiently		
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 the searching process of the application	They will come to know about the features and start utilizing the application	They will enjoy the advanced features of the application and forget about their disabilities	They try to do good to their friends by suggesting this application to their	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	confused			disappointed	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	technologies / different people	deeds	elated	to their friends	