

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 Uploading image and analysing the results	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?	Enter the website Get the result Navigates through all the options User sees what the website offers them	New user can sign up/Old user can log in to get their profile New user will get a verification mail and OTP on their registered mobile number	User uploads the image The image get upload and gets analysed The result get displayed after the analysation	The user can sign out of the account after getting the results. Switch user If the diagnosis is for other user then another user id can be signed in	Asks for the experience of the user if.
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?	Dashboard options Recommendation of near by doctors Engage with specialists	User's mail like google,outlook and phone number Edit the profile details	Uploading of image in the specified format The user gets report of their type of arrhythmia	The user logs out after getting their reports	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Diagnosis of arrythmia	Help to create a profile Help to verify the profile Help to access the profile	Help me to upload image Help me to read the report	Help me to log out	Help me to give feedback
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Free access Simple interface	Free easy registration	Free unlimited report downloads		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?			100% accuracy is not guaranteed		Customer report feeling review fatigue We have very low review rates People describe review as arduous process
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Easy report analysis			How might we progressively disclose the full review so that each step feels more simpler?	How might we help people remember things they have done in the past?