

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

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.

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



<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Through Newspaper Ads, Digital marketing</div><div>Through social media and awareness programs.</div></div>	<div><div>They doubt about the product's capability.</div><div>At the same time they will be eager to know the results</div></div>	<div>Through the fundus image the patient can know the final results.</div>	<div>They will be happy, as they find out a reliable method to detect diabetic Retinopathy</div>	<div>They recommend the product with others and share their experience.</div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div><div>■ People:</div>Who do they see or talk to?</div><div><div>■ Places:</div>Where are they?</div><div><div>■ Things:</div>What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>From Doctors and healthcare officials</div><div>From patients who used earlier.</div></div>	<div><div>They concern about the reliability of Automated detection system.</div><div>Through Screening centers at local clinics</div></div>	<div>Reliability of final results</div>	<div>To give the patient further recommendation on treatments</div>	<div>They concern about their privacy</div>
<div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>It should be cost effective.</div><div>It should not be cost consuming.</div></div>	<div>It should be affordable for all.</div>	<div>It should have a high accuracy rate.</div>	<div>They should trust the product</div>	<div>A person who tries should recommend to other patients.</div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div>Faster and affordable Service</div>	<div>Reliable product</div>	<div>It is not prone to human error.</div>	<div>The report has the stages of infection. Report can be used to get medical assistance from doctors.</div>	<div>More reliable service and recommend to others</div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div>Failure of diagnosis leads to Blindness</div>	<div>People worries of what the results will be.</div>	<div>Possible learning of feature excluded by medical experts</div>	<div>Results may make people feel miserable if diagnosed with later stages</div>	<div>Patients fear about the privacy of data</div>
<div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Through Awareness programs</div><div>Through print and social media</div></div>	<div>Assisting new users with chat bots and 24*7 online personnel support</div>	<div>By developing the product further to detect disease like macular Edema.</div>	<div>To get feedback and their preference of service</div>	<div>By giving advice and medical assistance to patients.</div>