

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

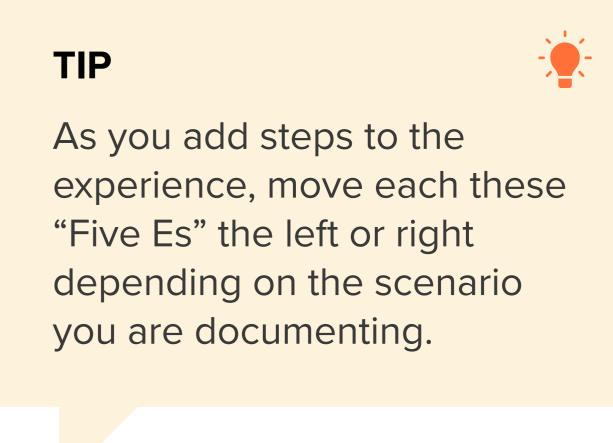


Product School



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					
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	In the core moments in the process, what happens?	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?	Advertise through awareness camps Free Screening at local health centers	People will get excited after getting to know the instant result More reliable results	All is needed from a patient is their eye photograph and wait for the result	User feels more relived and can focus on efforts to reduce DR	They can go on with their normal life with knowledge of what is going on with them
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 of physical objects would they use?	or	Performing at hospital to and keep the patient calm Through Screening centers at local clinics	The Final results must be evaluated by medical professionals	To give the patient further recommendation treatments	Data Privacy is at most important user should have the right to deny the tracking of the service
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To get check up early to avoid permanent Sight loss Reduce the time taken and make it as affordable as possible	A simple process and not takes as long as current method	To be as simple as possible	Give further directions to patients if requested	To keep the records only for future accuracy improvement
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Faster and affordable Service	Less Error probability	Patient can be at home and get diagnosed	Easier to understand report and able to send to medical professionals easily	More reliable service and recommend to others
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Fear of calculation mishaps(Computer errors)	Sometimes the result may make you feel fear of losing eyesight	Common rumors always creates fears	Results may make people feel miserable if diagnosed with later stages	The fear of privacy of medical records
Areas of opportunity How might we make each step better? What ideas do we have?	Common ad campaign through TV Government awareness programs	Assisting new users with chat bots and 24*7 online	Keeping the patient calm during the process	To get feedback and their preference of service	Use the feedback and Improve