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 producer service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Project Design Phase-II – Customer Journey Map

Date	4 NOV 2022
Team ID	PNT2022TMID45560
Project Name	Smart Solutions For Railways
Maximum Mark	4Marks

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

SCENARIO

A user wants to book a train ticket and seat reservation in online application by using QR code

	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?	make a advertisement about the online ticket reservation in social media. / make an advertisement on shopping malls / Ads publishing on newspaper and online pop-up ads	User can register through mobile or gmail / user can create user ID and password for login the app	uses can know about app and details by clicking info button / User can access the details by thebooking app	by our App user can know the train exact location / after the travel finishes, an email and in-app notification prompt the travel participant for a review	We send the updates via email and a window on app / User can give their feedback after using our app
Interactions — What interactions do they have at each step along the way? (People, Places, Things)	make a team for monitoring the ticket booking process / create web site for queries and user feedback / 24/7 help line service is available	basic information overlay within the website / QR code download or view section of the website	Options are available in the option button / free help line is available here	Direct interactions with the guide, and potentially other group members / Customer's email (software like Outlook or website like Gmail)	recommendation spans across website / Direct interactions with the guide, and potentially other group members
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	reducing the passengers time / reduce the work load of the user	to get through the information part without any inconvenience / to download the QR code without any interrupt	feel more confident about the booking while travelling / We try to improve the app and introduce more options	remember where and when to leave the train via message / improve the app facilities for booking	Update and improve by user friendly / Make cache for improve performance
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	App provide accurate information / we know the exact location of the train via message / know the availability of seats through the App	upload the user information to the website is very simple / passengers details are displayed just by scanning the QR code	this is new and easy to use which replace the difficulty to carry the paper ticket / user details are displayed just by scanning the QR code	Our app configure will easily understood by the users / Our users will be feel happy	to extent the travel before reaching at the destination with using this app / extend the QR code validation to travel
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	customer facing online payment issues / need more internet service	Login error due to poor connection of internet / Due to poor internet cannot scan the QR code	sometimes presents server problems	We are trying to improve our Helpline and customer care system	Due to poor internet cannot scan the QR code / continuous internet servicesis need
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	it will be used in railways / Users can upload their reviews to let people know more about our app	After login it's important to notify login status / We assure that the user data will be kept securely.	we make our train number easily identifiable via message	The login details will periodically sent to the user mail	If the testing of the app is good by user feedback we need to introduced in market