

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

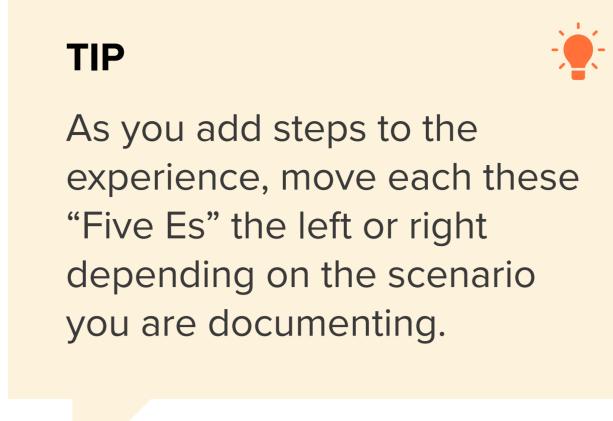






Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	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?	Protect the user's data from hackers The user will be made aware of phishing websites The user can make online payments safe and secure The user can protect himself from malicious attacks	Entering the application Entering the URL to be detected Report the phishing website	The entered URL is checked for previous malicious reports The result is shown to the users	After the process, the user can safely browse	If the tested site is a phishing site it'll be reported
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?	Safe browsing A URL and internet facilities are required	The user can see a search bar, precaution steps and report option It can be used by all the people such as employees	Interaction with a link directing to the page	The user can interact with the site if its safe	The user can continue interacting with the legitimate sites
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help to avoid unauthorized access of information Help to avoid losing of money and data	To decrease stealing of data	To know if a website if genuine or fraudulent	Now the user can enter sensitive data without any fear	Prevent misuse of user's data
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Detecting a phishing website and saving himself	Avoiding the use of phishing websites	Easy to use	Sense of feeling safe now	The user is motivated to make online payments and so on
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Failed network connectivity Invalid URL	It's tiring to test all the websites the user visits	Might accidently give in sensitive details	If the user has already given details in the website previously	Attackers might fnd a way to break this
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Making the application simple to use Detecting all the sites	Finding out the malicious sites	Facility to remove the fraudulent sites	Using advanced algorithms to produce effective result	Create browser extensions for easy usage