

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.

Product School

Detecting Parkinson's Disease using Machine Learning - PNT2022TMID06537

Document an existing experience

Interactions

each step along the way?

What interactions do they have at

Places: Where are they?

Goals & motivations

Positive moments

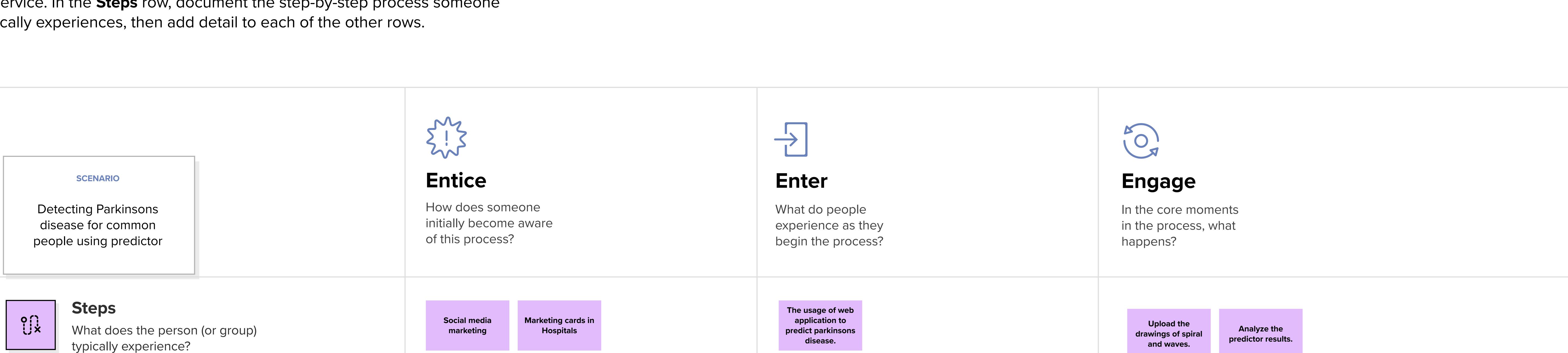
("Help me..." or "Help me avoid...")

People: Who do they see or talk to?

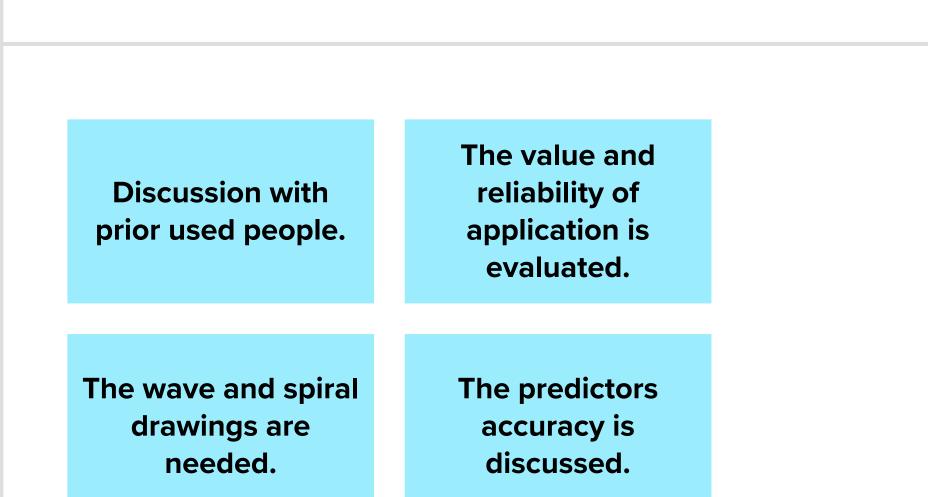
Things: What digital touchpoints or

physical objects would they use?

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.



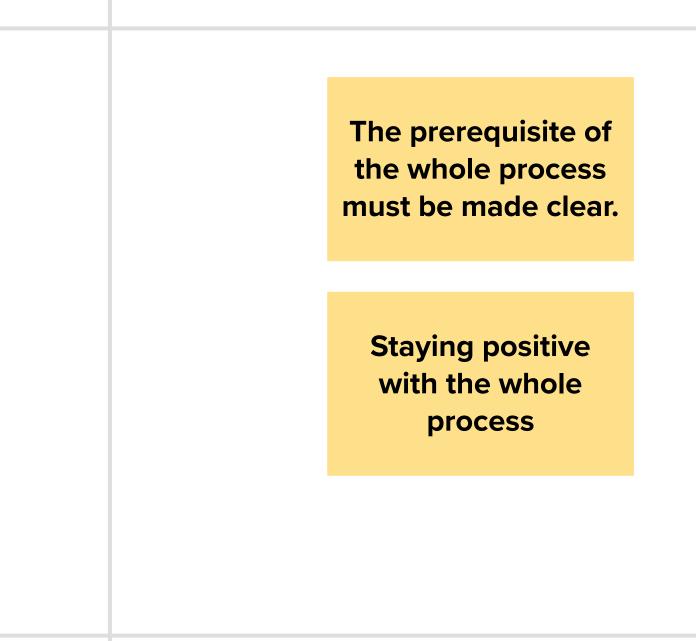




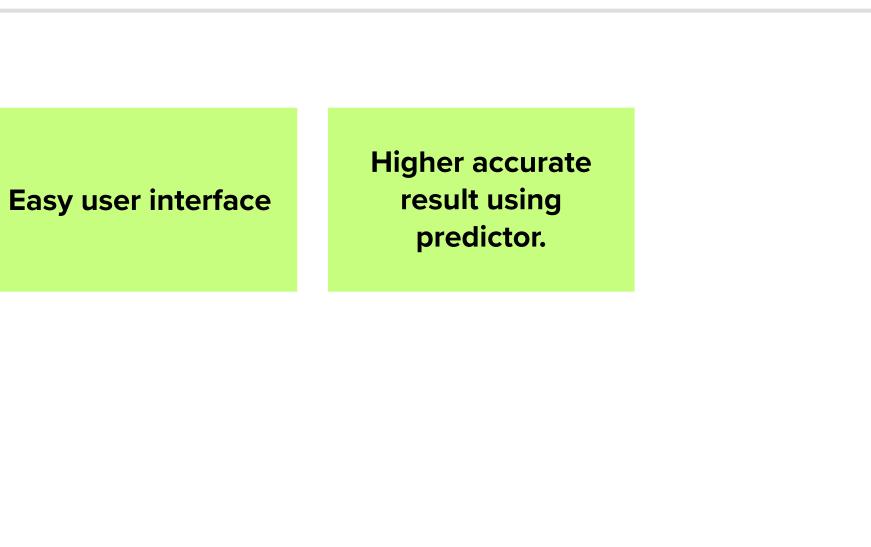
the disease

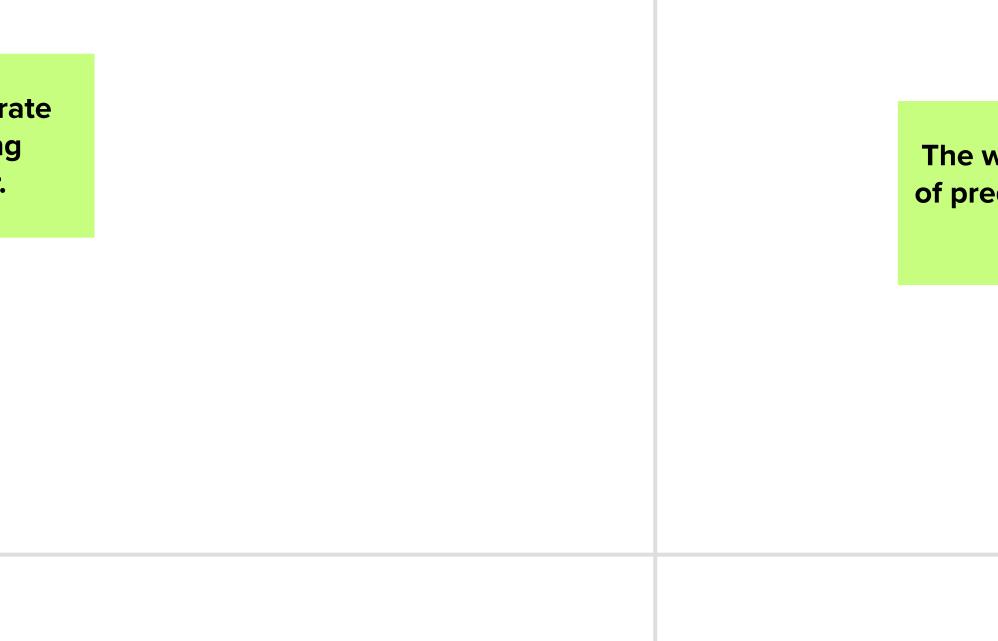




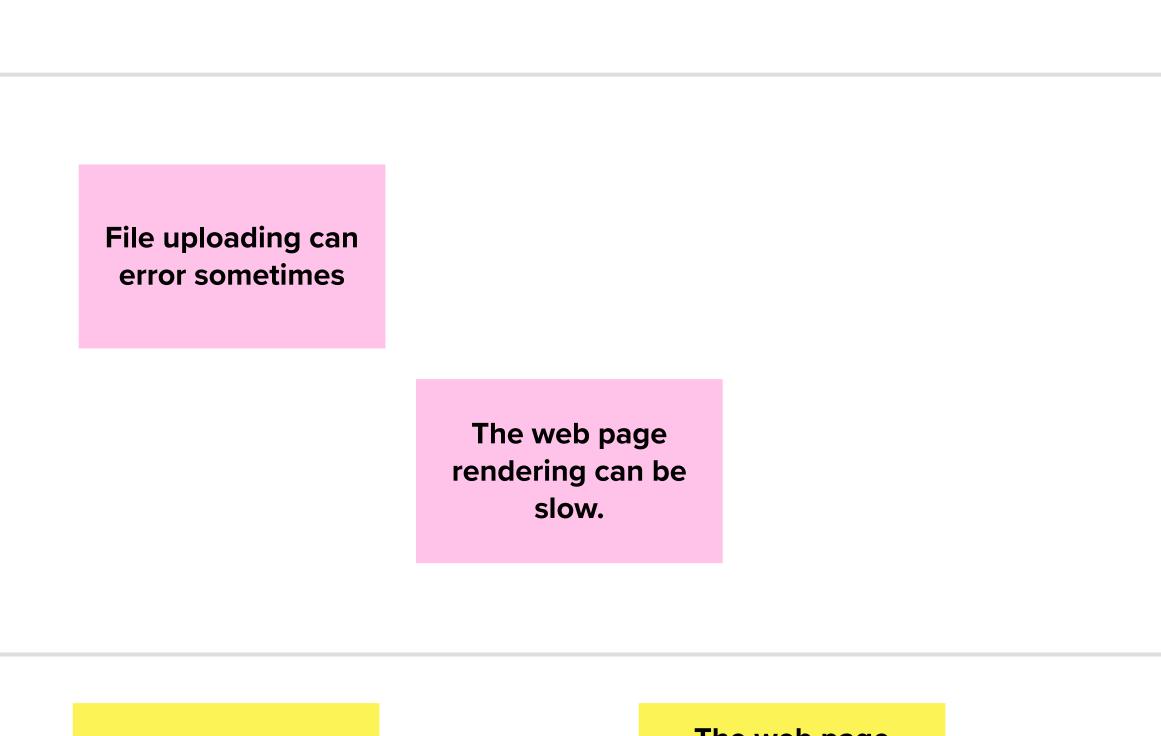


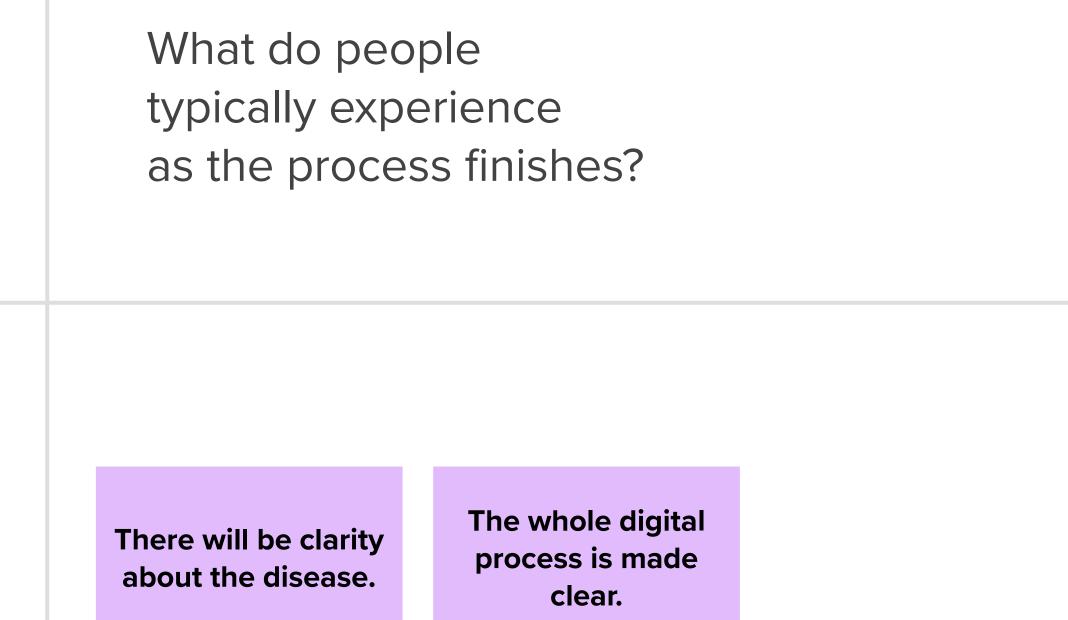
The user experience is great.

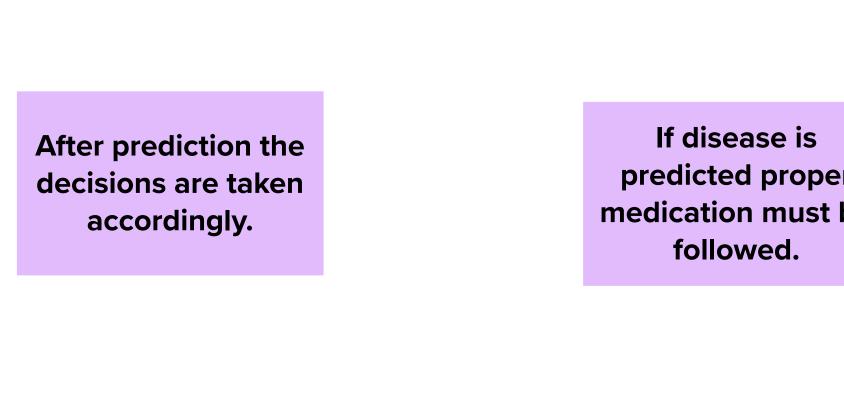




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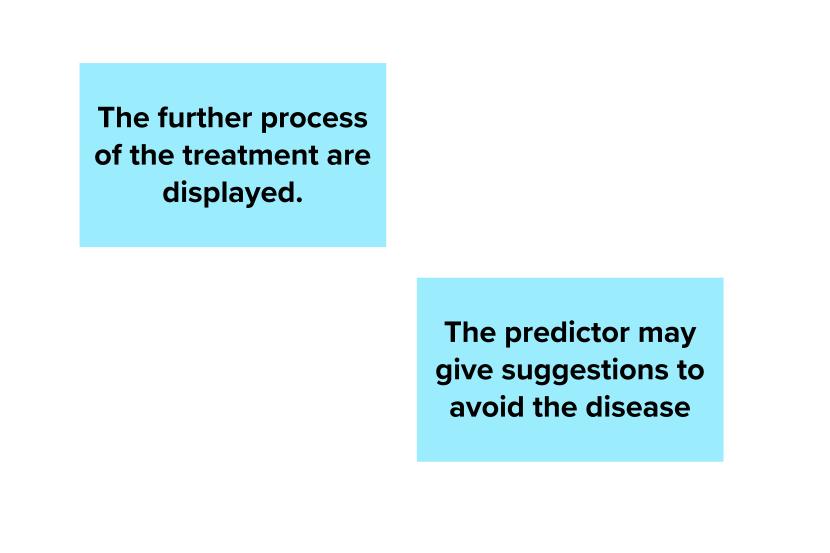




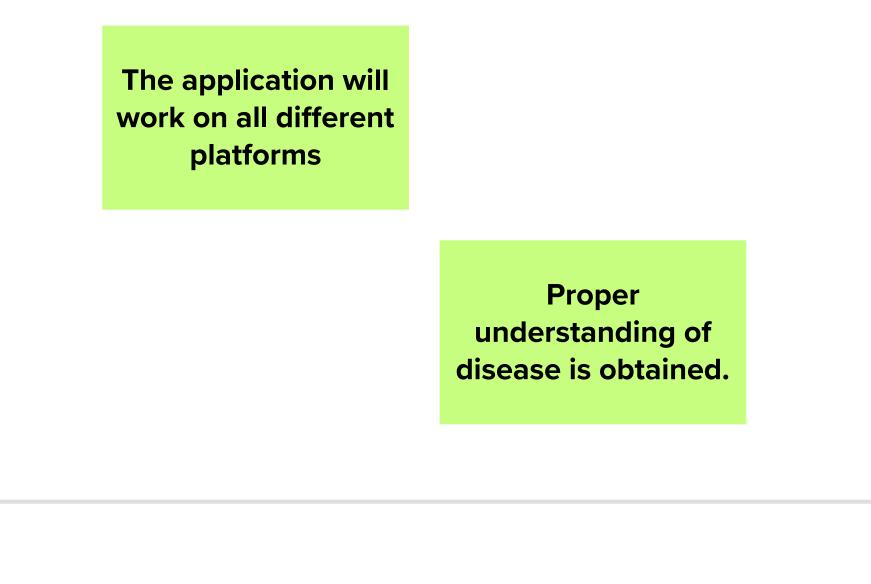
Extend

What happens after the

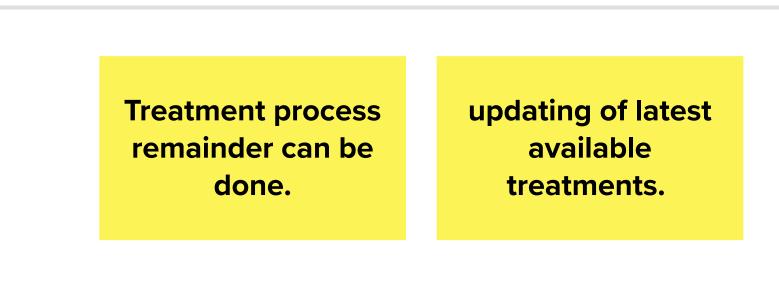
experience is over?







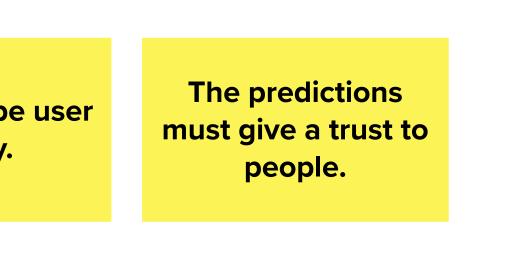






Areas of opportunity
How might we make each step
better? What ideas do we have?

Areas or opportunity
How might we make each step
better? What ideas do we have?
What have others suggested?

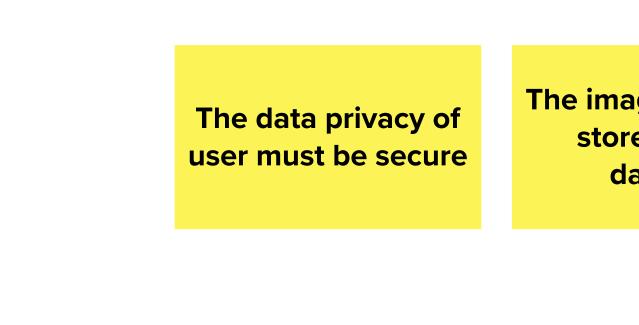












Prime analysis of





