



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  Product School

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Document an existing experience

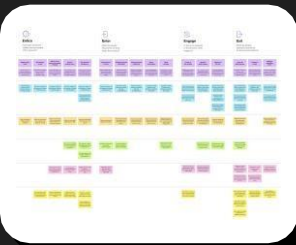
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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SCENARIO	Entice	Enter	Engage	Exit	Extend
<div>Browsing ,Recognizing ,Translating to communicate with specially abled</div>	<div><div>How does someone initially become aware of this process?</div></div>	<div><div>What do people experience as theybegin the process?</div></div>	<div><div>In the core moments in the process, what happens?</div></div>	<div><div>What do people typically experience as the process finishes?</div></div>	<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>Checking for updates</div><div>A person during checking for any recently available technologies for deaf or dumb people</div><div>Searching for solutions</div><div>Deaf people who are not able to speak checks for the updates for</div></div>	<div><div>Open the application</div><div>App enables deaf and dumb people to convey their information</div><div>Allow Camera access</div><div>Hand Gesture Recognition and translation will be done</div><div>Record the Sign language</div><div>Hand gestures are used as sign language</div><div>Text and Voice are executed</div><div>Converted the sign language is changed into human hearing voice in the desired language</div></div>	<div><div>Application</div><div>An Application enables to convey their information easily and efficiently</div><div>They communicate with the app using CNN and that converts them into voice</div><div>good information between the user and the application takes place</div><div>As they came to know about the app they start using the advanced features of this app</div><div>as they get benefited continuously from the app the get familiar with it.</div></div>	<div><div>Communication is all done</div><div>People to convey their information using signs which get converted to human-understandable</div><div>Report</div><div>The customer writes review on the application to update or for bug issue</div></div>	<div><div>Through an application, it is very easy and efficiently for usage</div><div>if they need any extension they will add any advanced features of the app</div></div>
<div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>The human hand are need has a popular choice to convey information</div><div>Sign language into a human hearing voice, as well as convert speech into sign language</div><div>A proper conversation between a normal person and an impaired person in any language</div><div>Dumb usage they interact with mentors who help for their better usage of the app</div><div>After getting clear they try to explain things to deaf and dumb people like them</div><div>Access the application at anywhere & anytime</div><div>Real-time communication on application by use of browser</div></div>	<div><div>Dumb usage they interact with mentors who help for their better usage of the app</div><div>After getting clear they try to explain things to deaf and dumb people like them</div></div>	<div><div>Interaction with people about real time communication</div><div>Now, people can look into the application and understand it</div></div>	<div><div>Gain the knowledge based on sign language</div></div>	<div><div>Recommend other users to interact with the people</div></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>The motivation of the person is to find a better technology</div><div>To get the effective communication in an application</div></div>	<div><div>Motivated people during the session is to understand the application</div><div>To get to know about the information of the project</div></div>	<div><div>To have accurate constraint on communication</div><div>To experience the advanced features of the application and make use of the system efficiently</div></div>	<div><div>Leave with satisfaction after exiting the application</div></div>	<div><div>Application can be shared with others to be aware about sign language</div></div>
<div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Know the condition of people of deaf/ dumb for various purposes</div></div>	<div><div>To get the effective communication between normal people and speciallyabled people</div></div>	<div><div>Real time communication rate between peoples</div><div>They will enjoy the features of the application ,forgot their disabilities and interact with peoples freely</div></div>	<div><div>Information about sign language helps people to communicate</div></div>	<div><div>Solves the people's problems immediately</div><div>Easy to use and understand</div></div>
<div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>They get more information which will get them confused</div></div>	<div><div>Normal people are not trained on hand sign language</div></div>	<div><div>In emergency times conveying message is very difficult</div><div>They may even get addicted</div></div>	<div><div>Processing may be delayed</div></div>	<div><div>Operation and maintenance of the application by specially abled might be difficult</div></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>It can be economical</div><div>Improve the features in future by using advanced technologies</div></div>	<div><div>Get the speech and text on time</div></div>	<div><div>Making use for this advancement may make the person more satisfied and happy</div></div>	<div><div>They have such a better experience good enough to teaching this to their friend</div></div>	<div><div>From these normal people are aware about sign language</div></div>

TIP

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



Need some inspiration?

See a finished version of this template to kickstart your work.→

Open example

