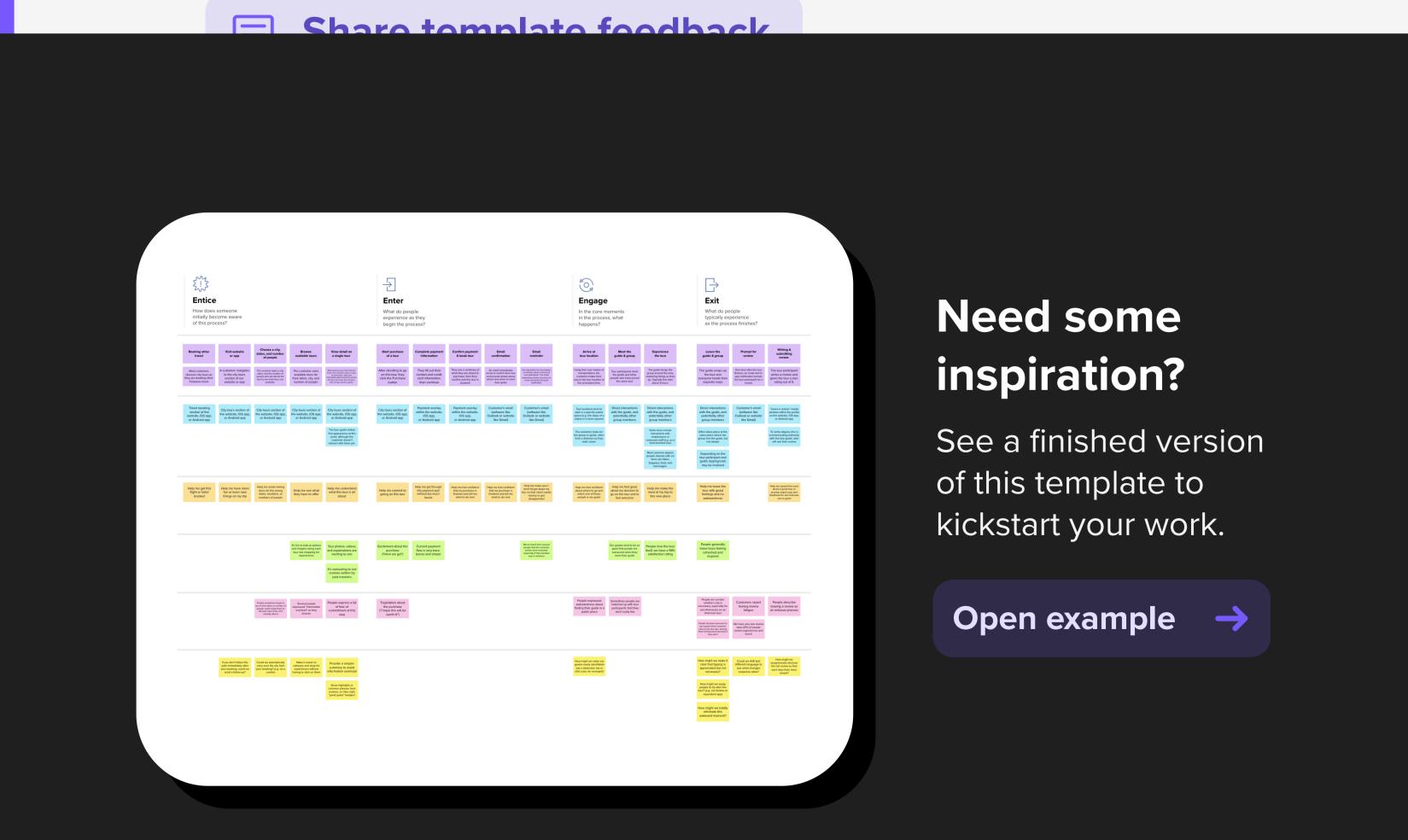


Customer experience journey map

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





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.

Phases:	Installation How does someone initially become aware of this process?	Register What do people experience as they begin the process?	Processing In the core moments in the process, what happens?	Feedback What do people typically experience as the process finishes?
Steps:	Google Play Store App Store Microsoft Store Social Media and Friends	Choose the Payment Package Access the Account	Accessing using web browser Direct App Viewing	Review User Activity
Feelings:	New Beginning Technology Improvement Phone Storage	Healthy Way Fitness Timing Food Chart Work life balance Avoid Favorite Junk Foods	Physical Activity Balanced Diet Staying Hydrated	Significant Improvement in Health and good Physic
Drawbacks:	Internet Connectivity Constantly checking our phones to review activity Complicated Interface	Is this worth the money? Comes at a price	Managing Time Consistent Notifications Can't consume readymade/ processed food Hectic schedule leads to Fatigue	Sometimes Missing Daily Routines
Opportunities:	Chances to gain weight Chances to lose weight Chances to maintain fitness	To keep check on ones health Updating daily feed to track progress	Get desired results	Maintain a healthy diet

