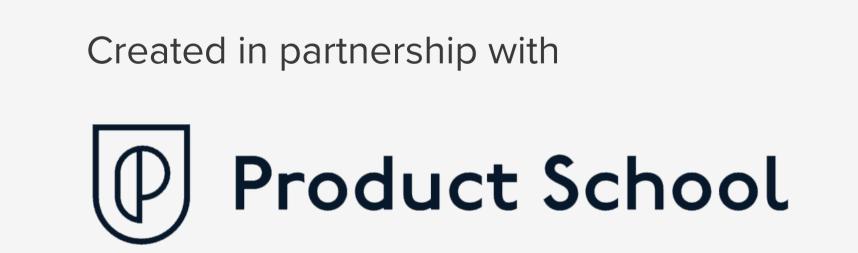


## experience journey map

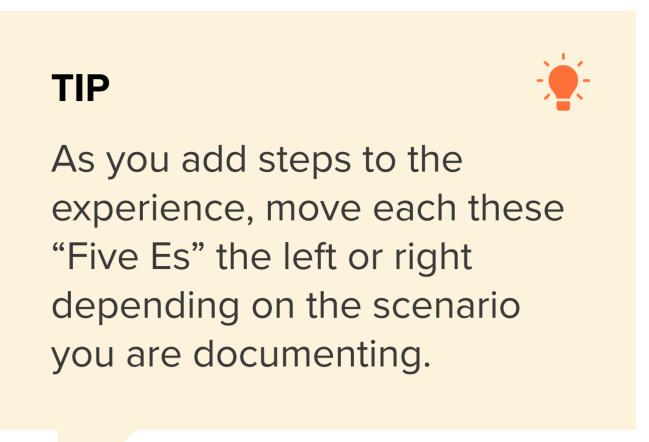
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.





## 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?	Customer with a choice of buying  Customer gets to  Customer gets into the website	On redirected to the website, the customer  On successful login, customer is provided with many other	Customer is asked to enter the necessary  Respective resale value is displayed	Customer gets the resale value of the car at the end of the tiem	User gets satisfed of the product
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?	Customer interacts with a system  Browser and internet is requried	Car resale value prediction website	Being a website,ti can be accesserrt	Being a website,ti can be accesserrt	Customer gets approximate resale value
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To avoid thefting of  To avoid thefting of  To avoid thefting of  car	TO reduce the loss of privacy of data	To know the website is logitimate or not	getting clarifed about the cars	Customer get
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer gets more comparison options	Customer can get the result quickly	Satisfied on knowing the accurate price of car	Only necessary details are required	No intervention of ads and quick
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Being a manual process, user have	Coustomer a little time to get the result	Littlel time consuming to get the result	Being a manual process, user have	Customer get to know about the value of thir
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Detecting all the car price using this	Automating some essential information	Using fastest algorithm to get fast	Giving the most approximate resale	[idea]

