



# 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.




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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.

	<div><b>Entice</b> How does someone initially become aware of this process?</div>	<div><b>Enter</b> What do people experience as they begin the process?</div>	<div><b>Engage</b> In the core moments in the process, what happens?</div>	<div><b>Exit</b> What do people typically experience as the process finishes?</div>	<div><b>Extend</b> What happens after the experience is over?</div>
<div><b>SCENARIO</b> Browsing, booking, attending, and rating a Stepsal city tour What does the person (or group) typically experience?</div>	<div><div>USER HAS REGISTERED THE APPLICATION</div><div>CUSTOMER VISIT APPLICATION OR APP</div><div>MOST OF CUSTOMER VEHICLE HAS DAMAGE AND FIND OUT THE DAMAGED PART</div><div>THE CUSTOMER CAN ENTER THE WEBSITE AND ACCESS THE FEATURES</div><div>BROWSER FOR AVAILABLE FEATURE</div></div>	<div><div>THE PERSON FIRST REGISTERED OR LOGIN TO APPLICATION</div><div>THE CAR DAMAGE IMAGES WAS EASY TO UPLOAD THAT APPLICATION</div><div>PERSON APPLICATION INTERFACE IS SAID TO BE USER FRIENDLY</div><div>THERE ARE PICTURES IT IS EASY TO TOW TO SPECIFIC DAMAGED AREAS ON THE VEHICLE</div></div>	<div><div>Arrive at web page</div><div>Model Process</div><div>No Need for manual process</div><div>Immediate Result</div><div>Customer should visit the website for insurance purpose to estimate the amount of damaged parts</div><div>Once the photo is uploaded the model start it work to analyse based on datasets</div><div>The damage detection manual process takes over time based on scenario</div><div>Report is analyzed and shown immediately without any delay</div></div>	<div><div>Good Report</div><div>Logout from Portal</div><div>The report accuracy should be high</div><div>The user Logout their session from the website</div></div>	<div><div>Personalized recommendations</div><div>Personalized Parts mostly offers</div><div>recommendation systems, which the customer may experience via better personalization</div><div>User can register the website and then Recommended details share our via mail for next step of result</div></div>
<div><b>Interactions</b> What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div>	<div><div>THE INSURANCE CLAIM REGISTER SECTION OF THE WEBSITE, IOS APP, OR ANDROID APP</div><div>THE WEBSITE OR SOFTWARE MAKES FIRST APPEARANCE AT THIS POINT, ALTHOUGH THE CUSTOMER DOESN'T INTRACT WITH THEM YET</div><div>THE WEBSITE, IOS APP OR ANDROID APP</div></div>	<div><div>PEOPLE WERE TALKING ABOUT THE APPLICATION AND IT IS EASY TO INSURE THE VEHICLE</div><div>THAT MEANS APPLICATION INSURES INTERNET ACCESS AND APPLICATION ON THE WEBSITE</div><div>DIGITAL STUFF: CAMERA OR CELL PHONE AND COMPUTERS</div><div>PHYSICAL OBJECTS: CARS AND CUSTOMERS</div></div>	<div><div>Direct Interactions with the Insurance car companies and damage model detection</div><div>This is automatic analyze so they need not to do anything in this</div></div>	<div><div>Logout using theButton</div></div>	<div><div>Recommendations span across website, IOS app, or Android app</div><div>Customer's email (software like Outlook or website like Gmail)</div><div>Customer can think its very complicated</div></div>
<div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>HELP ME HAVE MORE DETAIL OR LEARN NEW THINGS ON MY INSURANCE CLAIM</div><div>HELP ME UNDERSTAND WHAT THIS INSURANCE CLAIM IS ALL ABOUT</div><div>HELP ME SEE WHAT THEY HAVE TO OFFER</div></div>	<div><div>NOW A DAYS THE INSURANCE COMPANY CLAIMS THAT THE CUSTOMER HAS BEEN CHEATED SO THIS METHOD IS VERY USEFUL FOR THE CUSTOMER</div><div>THE PROCESS IS CUSTOMER SAVING TIME, ENERGY AND FATIGUE</div></div>	<div><div>Help me feel confident about the how to obtain money</div><div>The Time consumption should be valid</div></div>	<div><div>Should give cost based onthe brand ofthe car</div></div>	<div><div>Help me see what I could be doing nex</div></div>
<div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>EXCITEMENT ABOUT THE MODIFY THE PARTS</div><div>THE USER EXCITED FOR THOSE CONSIDER CORRECT AMOUNT AS DELIVERED</div></div>	<div><div>THIS IS AN AUSPICIOUS TIME TO SEND INTERNAL DAMAGE INFORMATION TO THE CUSTOMER</div><div>THE CUSTOMER ENTIRE INFORMATION WILL BE NOTIFIED</div></div>	<div><div>The Feature which are provided by the portal may them</div><div>Image is not stored in anyother database once they analyzedhence their data is secure</div></div>	<div><div>Feel free because of manual work tension</div></div>	
<div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>PEOPLE EXPRESS A BIT OF FEAR OF COMMITMENT AT THIS STEP</div><div>THE CUSTOMER WAS CHECKING TYPE OF DAMAGE AND ESTIMATION</div><div>THE CUSTOMER ANGRY FOR CLAIM LEAKAGE AND NOT SHOW THEY DAMAGE REPAIR COST</div></div>	<div><div>SOME INHERENT DAMAGES CANNOT BE ANALYZED IN THAT PROCESS</div><div>SOMETIMES THE SERVER CANNOT REACH THAT SERVER</div></div>	<div><div>People love the online Insurance claim itself, we have a 70% satisfaction rating</div></div>		<div><div>How might we help people celebrate and remember things they've done in the past?</div></div>
<div><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>PROVIDE A SIMPLER SUMMARY TO AVOID INFROMATION OVERLOAD</div><div>WE CAN IMPLEMENT THE USER CONVENIENT WEBSERVICE AND ANDROID</div></div>	<div><div>EVERY STEP IS CONNECTED WITH CUSTOMER AND FIELD WORKERS IN FRIENDLY RELATIONSHIP</div><div>IT IS PIONEER IN THAT FIELD</div><div>IAM RECOMMENDING UPDATE APP FOR CHATBOX OPTION</div><div>A RECCOMENDATION FOR THIS APP IS TO IMPROVE THE MOST USER-FRIENDLY DESIGN IN THAT APP</div></div>			



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