

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 wit

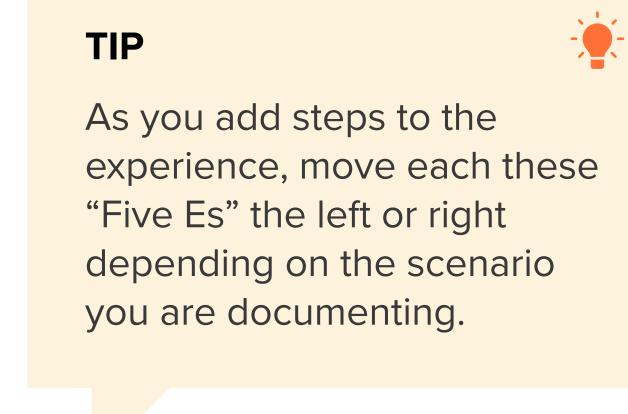
Product School

Share template feedbac



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.



STAGE	AWARENESS	CONSIDERATION	PURCHASE	ONBORADING	ADVOCACY
USER ACTION	Asks Advice / suggestions from Experts from Doctors	Doing Liver Related tests Eg: Billirubin,creatine	Purchase of proper and suggested treatment medicines Either online or offline	If liver disease ,changing lifestyle to healthy one and intake of proper medicine	Medical advice from doctors and suggestion to others for following a healthy diet
TOUCH POINTS	Online Web application	Main input page Result page	Checkout of medicines in online ,mode of payment Buy of medicines in offline Mode of payment		Customer feedback ,customer review
EMOTIONS	Fear	Pain	Anxiety	Happy	Rejoicing
PAIN POINTS		NO suggestion module page, no further information	Checkout page does not support all cards		No direct calling or visiting of doctor, making an appointment
SOLUTIONS		Creating a suggestion module is affected by telling proper diet, do & dont's here after.	Clarify checkout page to show accepted payment option		Create a solution Where they can approach a doctor giving first preference

