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Customer experience journey map

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| **SCENARIO**  **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? | Browsing app Visiting website Surfing Details  Most of the people  will come to know Feeling easy to The customer will  get the detail all at a about the fire access the webpage sudden  management app | Knowing information Accessing Notification  The customer gets The customer will be Once the fire is the entire details able to access the detected the about the app fire management customer receives | Quick Access Sensor control Control measures  At once the fire is The imported Once the notification detected the alarm sensors are always is received to the and notification is watching the system customer the  received keenly preventions is done | Fire control Safety No cause  By using this we can All the initial stage control the spread of All the properties will the control and  the fire be safe prevention is done to  avoid causes | Recommend Benefits Handle well  After the experience Set up and The monitoring  others will be suggested system should be  to use this app accessing is much handled well easy |
| **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? | At first pople come The people want to with some queries control the fire  accidents  The customers need a easy way to overcome the fire | We can suggest the Create a personal  customer to enroll website for them  the app  Can setup the technical setup for the customers | {Interaction with a interaction with a person} customer  interaction with a person | The sensors  imported in the The ignation stage is technical setup is sensed  connected  The sensors provide notification through mail or message | Once the customer The extinguishers  touched the will automatically  notification the control turn on  measures starts  The fire prevention is made easy |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | The Customer wants The customer wants to prevent fire to save the  properties from fire | The customer installs The customers login the fire management with a website to  app access | The customers The sender in the  monitors the technical setup is  technical set up connected to the  app | The access is made The notification  though the directly allows the  notification correctly extinguishers to control | With the help of  proper intimation the Fire is completely notification is controlled  accesses |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | The customer are The customer feels  happy to approach good with the solution | The customers are The customers are  active to setup the enrolled with the app technical setup | They can navigate The prevention is  the website done with the help of  the notification | The customer At once the prevention is  quickly access the started the control  measures are completed  message easily fast | The fire is totally All the lives and  controlled properties are safe |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | The customer is The customer  doubtful first questions him/ herself that they can  alone manage it | The customer needs The customers are  support at the same not patient enough  time afraid to completely set the technical setup | The customers are some constumers  not willing to study are money conscious the use of the  components | The customers are The customers want  keep on trying web to safeguard every page properties without  fail | Once the customer is They are not aware aware of the notification of the notification he/she can overcome  his/her problems faster |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Once the customer The customer should  started to find the use the product  solution he/she should without any  implement it without fail hesitation | The implementation The monitoring  should be done sensors should be  faster connected to the app | The web app should The customer should  access the email or be aware of the  message message access | The sensors once The extinguishers  given activation should automatically  should control the function to prevent  fire the entire property | The customer should The reach of the  reveal the true factor product can be  of the product made with the proper control |

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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