Template

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.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Public can be made aware of this technology through mails. Pamplets can be distributed at educational institutes to make acknowledge This can be advertised through awareness videos on tv, youtube etc. Youngsters can be made aware of this through Social media platforms like instagram, facebook etc.	Public will find it safer and easier option to plan their trips. It will reduce the accident rate and thus created a safer environment for journey. Drivers may initially find it difcult to get started with the technology. Traffic police may find it supportive for their actions.	Weather forecasts is provided to allow people plan accrodingly. Heavy traffic areas are detected and informed to avoid those routes. Sign boards are updated based on changing environmental conditions. Hospitals and school zone are intimated in advanced to act accrodingly.	Helps in maintaining good relationship between driver and customer. With this drivers are less irritated and angry.	Both customers and drivers are peaceful and happy with the experience. Will be recommended to others by those who have been benifited.
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?	This can be made available in travel agencies,booking apps. They can be implemented in cab services like OLA, UBER etc. They can also be added as a features in google maps.	Planning becomes more easy with weather forcast Helps in saving time and energy for both public and drivers Public will recognize and use traffic-free roads. Accident rate will be reduced to a greater extend and thus promotes safety.	Aids public to plan according to traffic and weather condition. Traffic police are helped with this in maintaining the traffic. Makes it easy for drivers to decide on better routes based on conditions	Helps to improve co-ordination It is of great helps for those who travels long distance.	Promotes safety and reduce accidents. It helps to plan accroding to traffic and weather.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The primary goal is to reach a huge group of people(mass media). To help drivers in detecting routes and to reach destination on time. To helps everyone to save time,energy and cost.	To expand services even more bigger. To add more features to have further advancements.	To improve efficiently and to have better accuracy. To make the platform more guided and easy to use.	To improve all the discomforts customers complaint about. To act as per needs and requirements.	To reach or achieive maximum customer satisfaction. To attract more drivers towards this technology
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy to handle and use the technology. User-friendly and better customer interaction.	One-time investment which requires less maintanence. One surrounding becomes accident-free and traffic free.	Reduces global warming add to reduce pollution. Helps to recognize vaious zones like school,hospitals etc.	Happy and satisfied customer as well as drivers.	Benefits the drivers,customers, public, police. Provides better visibility of the signs.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	May be not well received from the general public or showing less interest. There are chances for people to misuse the opportunity.	People may neglect this advancement initially. This may make people too dependent on technology.	It may have low efficiency and high power. Sometimes it happens to malfunctions.	May be the investment cost is high to afford by common people. It can have network issues.	Can be affected by network and technical issues at times. The system may get disturbed by natural calamities and other disasters.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	To get recognized by the traffic control and road safety department. To gain assistance from government and to introduced new schemes for it.	Can be implemented with automatically detecting the speed and producing warning. can suggest them with alternate routes in case of diversion.	To make it available even in the absence of internet. Try to have maximum accuracy for better results.	To make it available to use by anyone and everyone. To have anytime and anywhere access.	To make this available even in rural areas. To make it available to common people.

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