



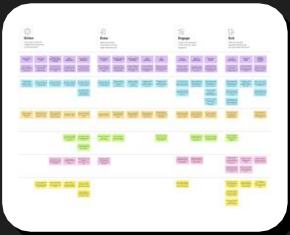
# Customer experience journey map

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**

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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>MONITORING AND CONTROLLING RIVER WATER QUALITY</b> <small>SCENARIO</small></div> <div><b>Steps</b> Browsing, booking, attending, and rating a local city tour What does the person (or group) typically experience?</div>	<div><b>Entice</b> How does someone initially become aware of this process?</div> <div><b>AWARENESS</b> THE PROJECT WILL BRING A NEW HOPE TO MANKIND</div> <div><b>INTELLECTUAL PROPERTY OF INDIA</b> WATER QUALITY WILL BE GURANTEED</div>
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