

## 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





Booking other travel

The distance of the control o

To facility the plants of the

kickstart your work.

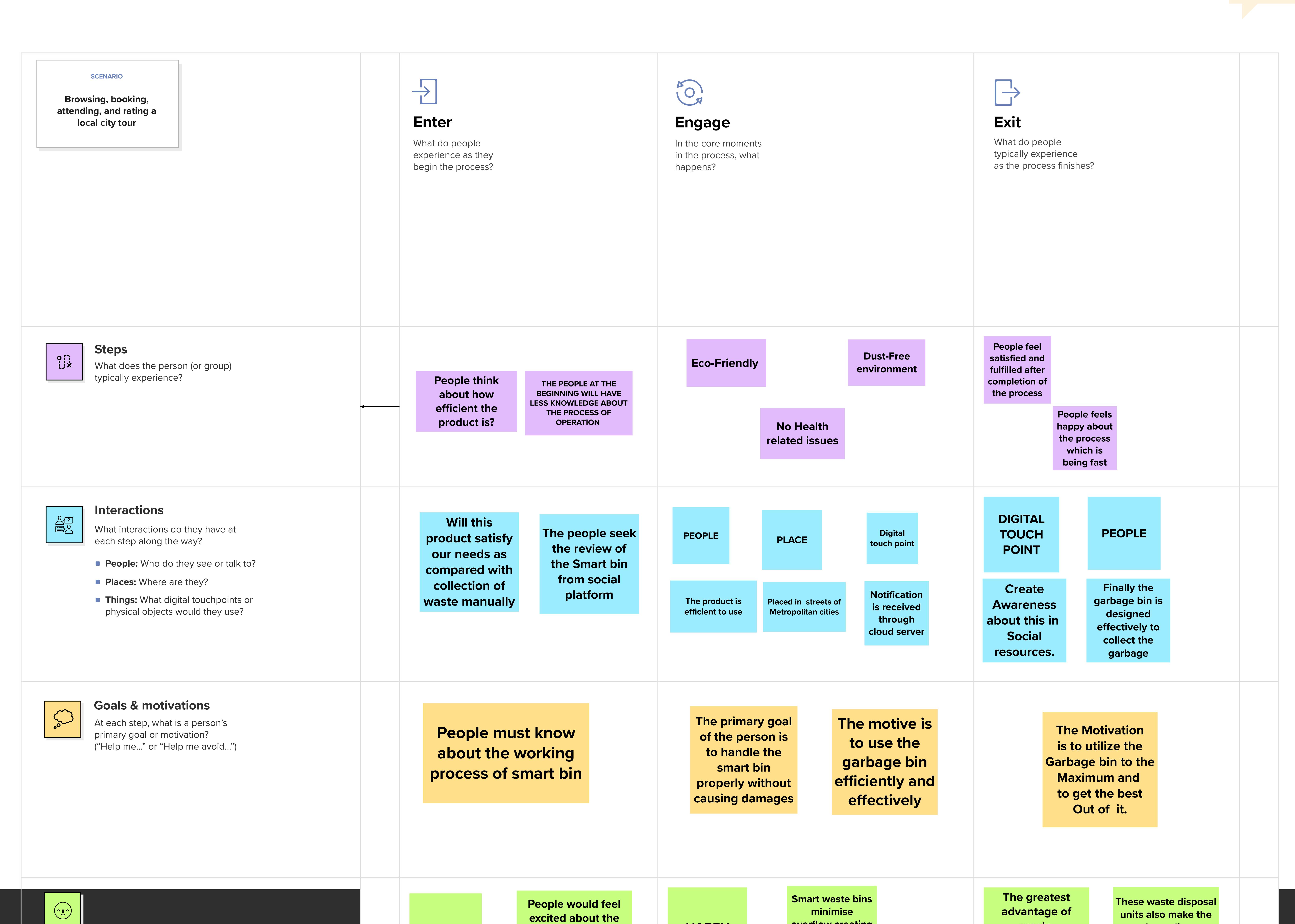
The relievable production of the western of the wes



## 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.

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



HAPPY

**FRUSTRATING** 

a cleanerand

safer working

the notification about the

level of the garbage

doesn't reach the concern

refuse collector ,the bin

gets overflowed so the

people gets frustrated

**EXCITEMEN** 

CONFUSED

product at the initial

clear idea about the

technology

waste

keeping the

and neat.

Stable Internet

connection is

requiired for

transferring

the instruction

people go disease-

free as all the

resultant wastes are

properly disposed

and taken care of.

Because this is a

technology, there

is a general

of its operations