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.

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News Tracker Application

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?	[Difficulty in Interest based news] [Surfs through Application] [A customer faces difficulty in accessing news according to their wishes, and searches for a better application] [The news tracker application defines a new way to show news according to people's interest]	[Registration & Personal Choice News] [User experiences a sense of comfort seeing news according to their choices]	[Pick Choices] [Surf through News] [Users chooses their interests to see the contents and experience it very friendly] [The application displays the content the user wishes for seamlessly]	[Exit] [Customer can close the application after seeing the personalized news and will have a good experience reading news according to their wishes]	[Revisit] [The customer will feel to come back after going through a real good experience and will come back for regular update in News]
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?	[Interaction with a person] → [People can interact with other people having similar interest or with other users.] [Interaction in a place] → [People can remotely use the cloud application from anywhere in the world and see and interact.] [Interaction with a thing] → [Initially, users can surf the web application.]	[Register in the cloud application with authentication from application.] [The cloud applications serves as a forum with news according to user's choices.] [Initially, users can save their interests asked by the cloud application.]	[The application displays news according to the user] [The cloud application is a place where it filters the news for every user] [The user can update their interests in the settings as they use the application.]	[The application might ask for feedback] [The application is closed or signed out] [The user can interact with the options given in the user interface and "Sign Out"]	[The user can interact with their peers regarding the experience of the application they have used] [The user can sign in anytime back in to the application via internet] [The cloud application allows users to login anytime via the interface provided.]
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	[Help me get a news tracker application which tracks user's interests] [Help me avoid spam contents and contents irrelevant to me]	[Help me Register in the cloud application] [Sign up in the application without troubles]	[Display filtered news according to user]	[Update interests and sign out seamlessly]	[Make the customer come back for the application]
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	[Customer finds it delightful after finding a news tracker application that displays filtered news based on the user]	[Customer feels exciting after registering in the news tracker application]	[Customer finds productive after seeing filtered contents and it is less time consuming]	[Customer finds it enjoyable after spending the time in the application]	[Customer finds it delightful to come back]
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[Customer may find it difficult and time consuming to find the news tracker application]	[Customer may find confusing to register in the tracker application]	[Customer may find frustrating to fill the details for interests.]	[Customer may find no difficulties in exiting]	[Customer may find no difficulties in coming back to the application]
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	[Better advertising leads to better awareness of the application]	[Use the news tracker without even having to register]	[Avoid scamming contents and better filtering of contents]	[Make the customer to stay in the application as long as possible]	[Make the customer to come back in case if he/she exited]