

Document an existing experience

SCENARIO

Browsing, booking,

local city tour

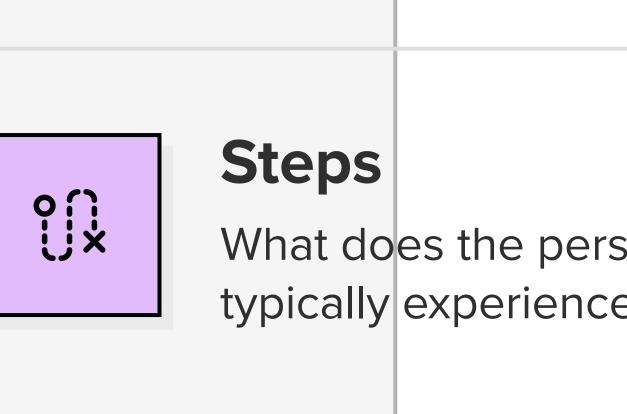
attending, and rating a Entice

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.

"Five Es" the left or right

Customer experience Journey map

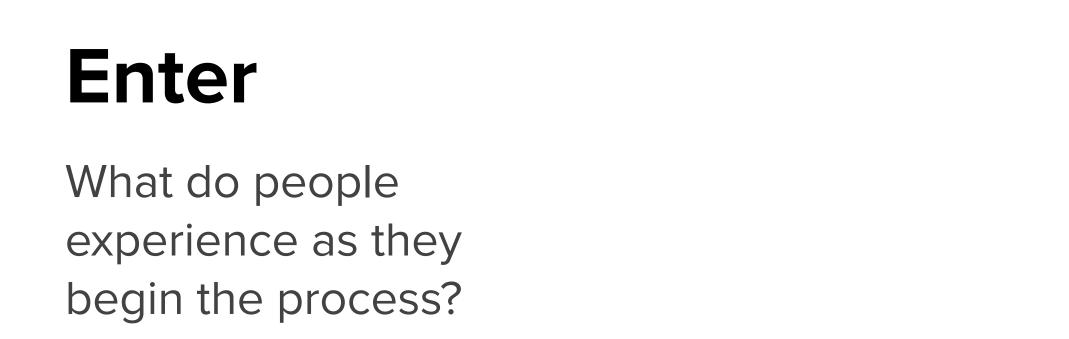
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

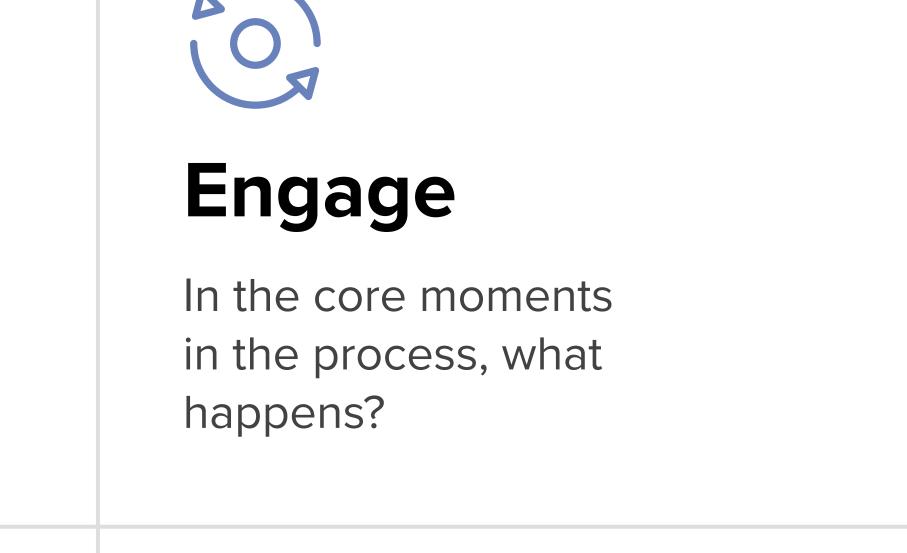




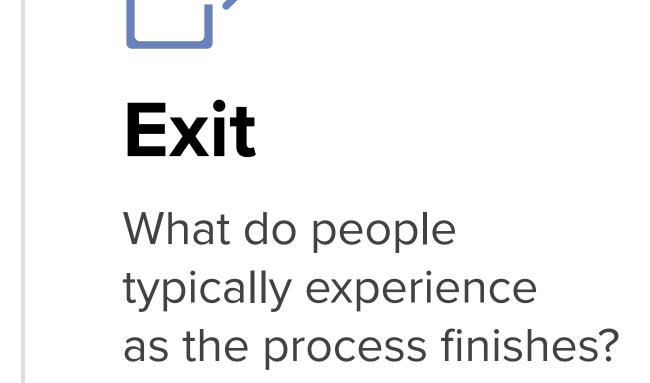
each step along the way?

- People: Who do they see or talk to?
- Places: Where are they? Things: What digital touchpoints or physical objects would they use?

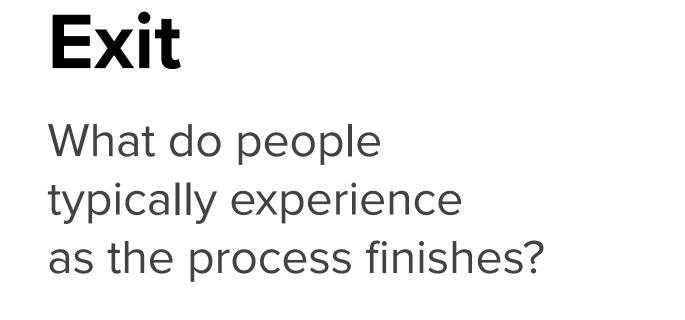


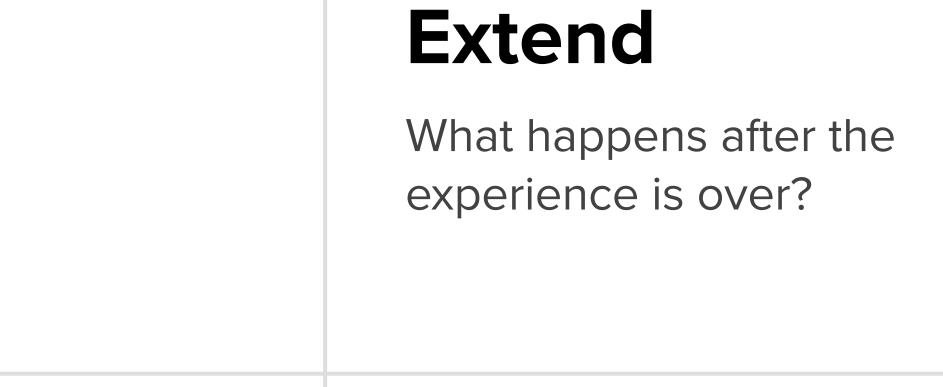


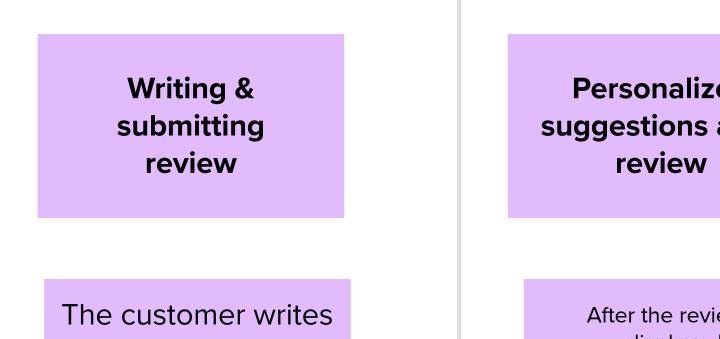
Display result in user-friendly format



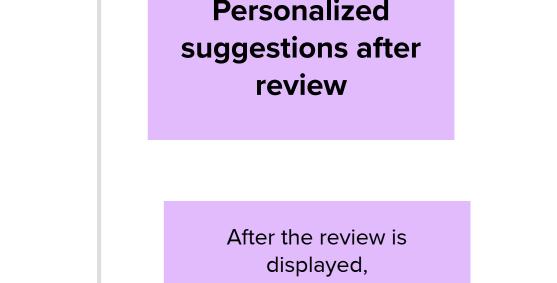
The website prompts the customer to review his experience in the process.

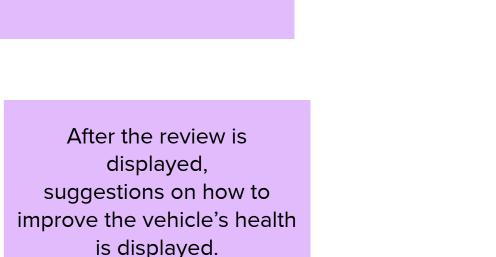


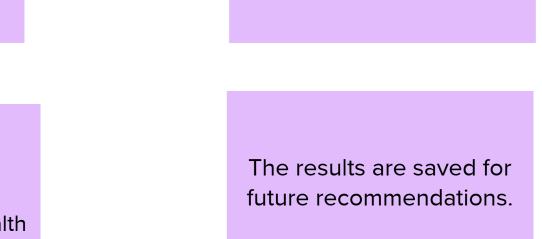


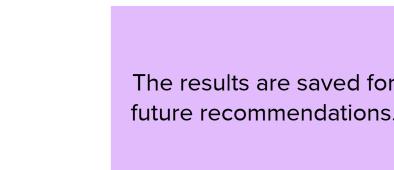


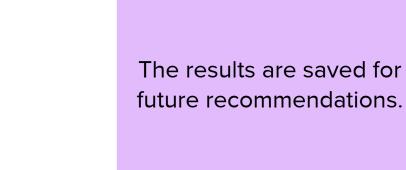
the tour a star-rating

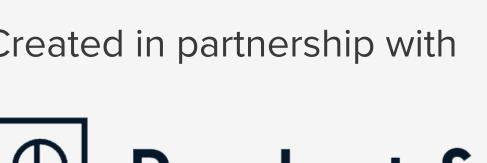










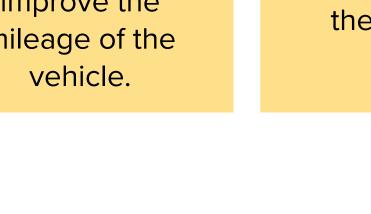


Product School



At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

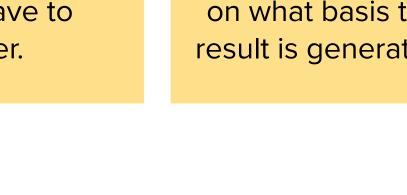


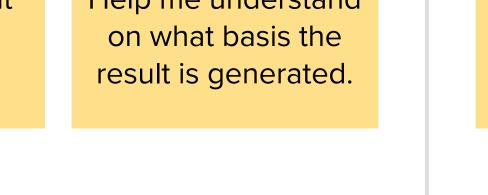


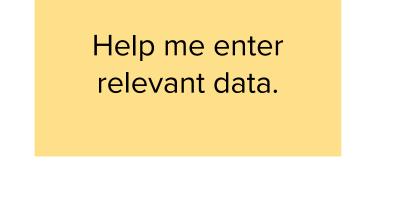
Select vehicle and

Customer navigates
to the vehicle
analyser section of
our website.

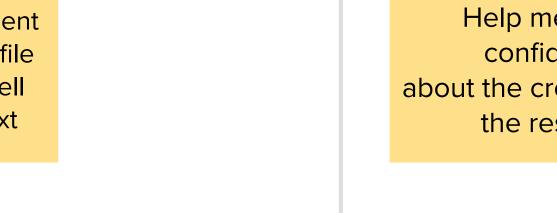
The customer types
the name of his/her
vehicle and readings
on the odometer.

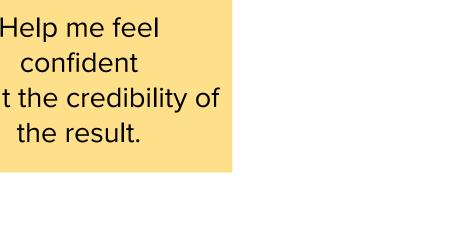




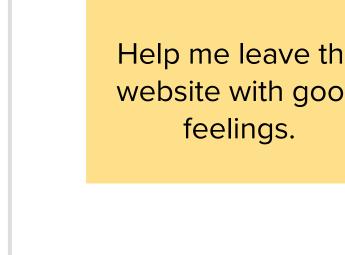




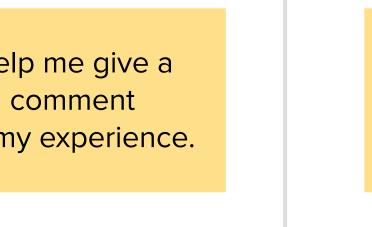


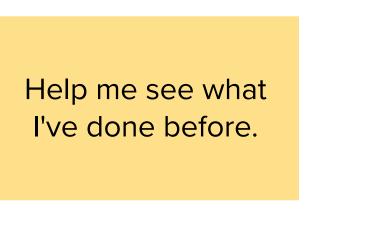


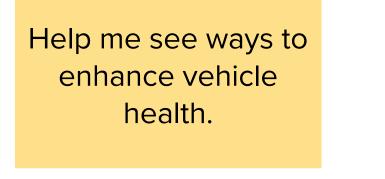






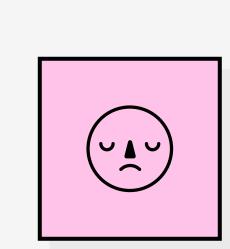






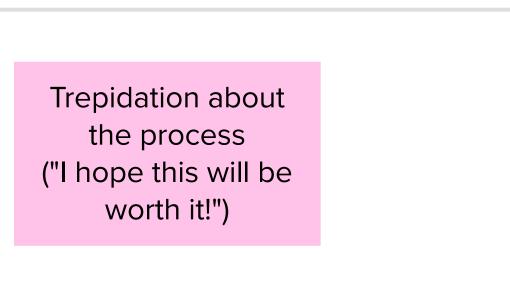


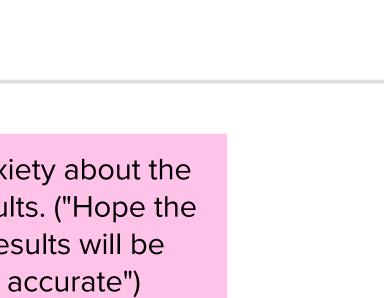
Positive moments

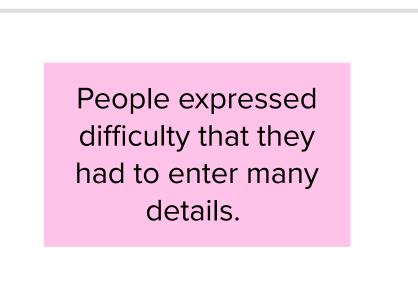


Negative moments

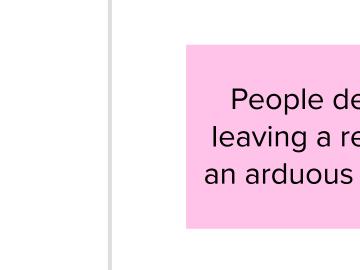


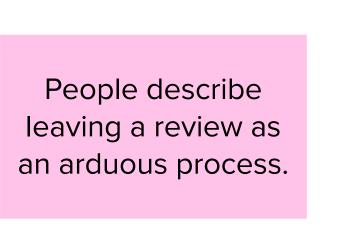


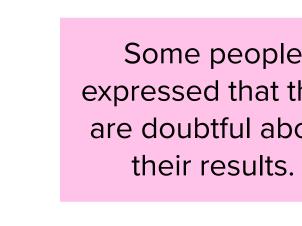


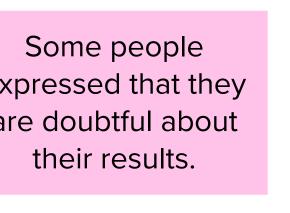


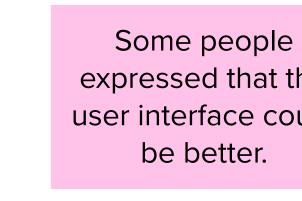


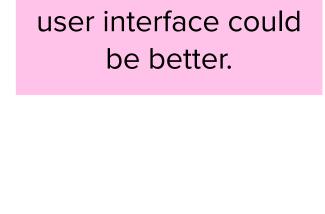










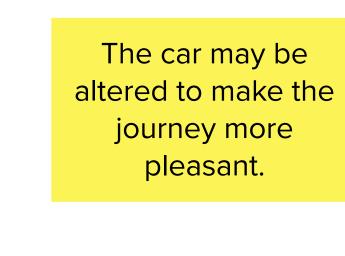


Some customers realize that vehicle styling and performance may vary slightly for electric vehicle

models



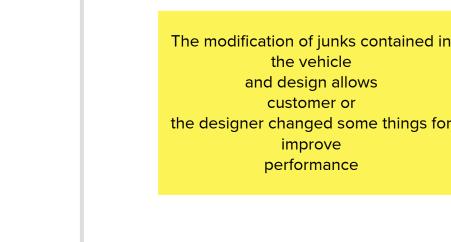
Car cylinders are serviced, repaired, and replaced by new injection cylinder professionals to provide the driver with a smooth and fuelefficient ride.













kickstart your work.

