Booking other travel

Most commons, takes or other booking section of or any analysis of the common and the com

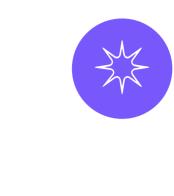
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Customer experience journey map

Use this framework to bett understand customer need motivations, and obstacles illustrating a key scenario process from start to finish When possible, use this m document and summarize interviews and observation real people rather than rely on your hunches or assum





Document an existing experience

What does the person (or group)
typile and typile attending, and rating a

What interactions do they have at

Places: Where are they?

People: Who do they see or talk to?

local city tour

Interactions

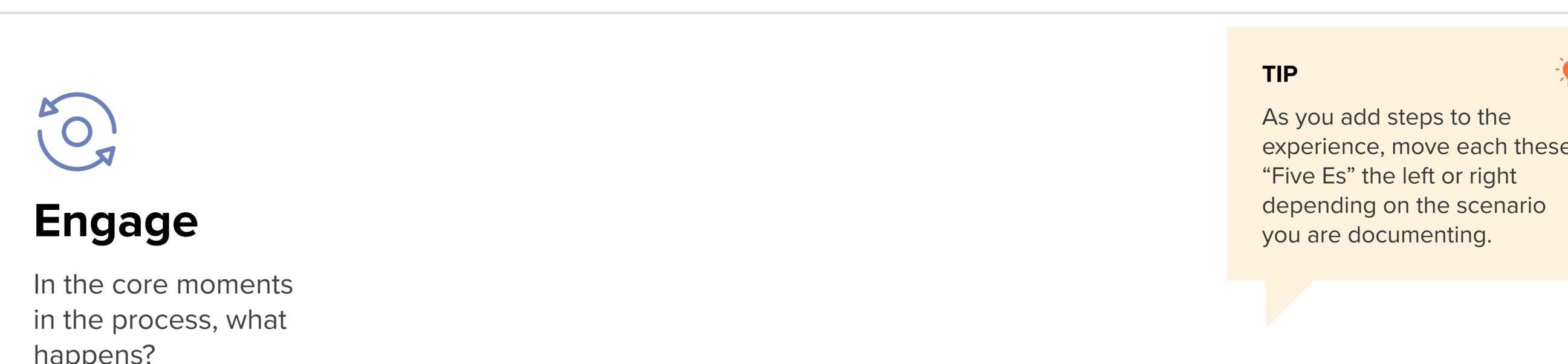
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

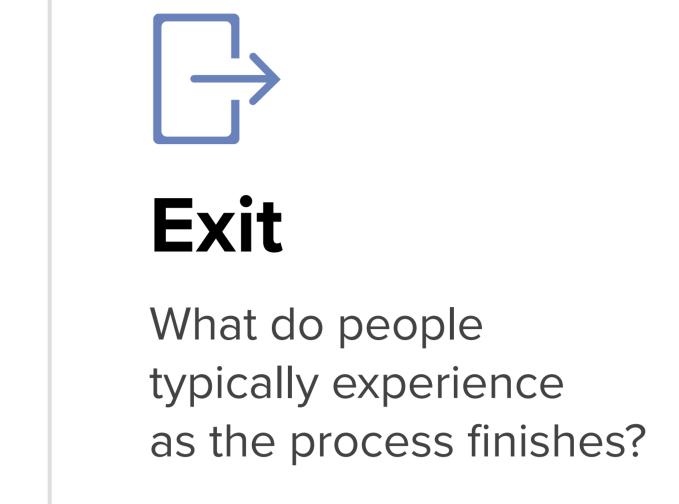
How does someone

of this process?

initially become aware

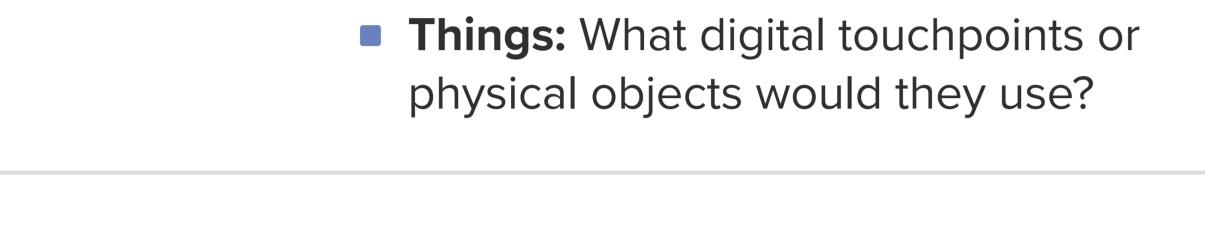
Enter
What do people experience as they begin the process?

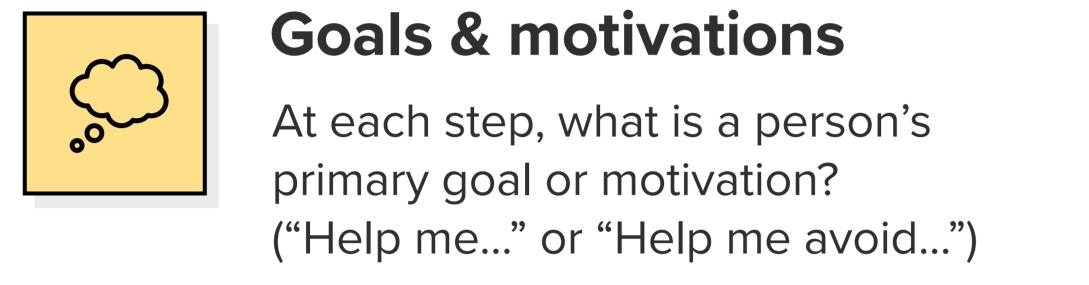


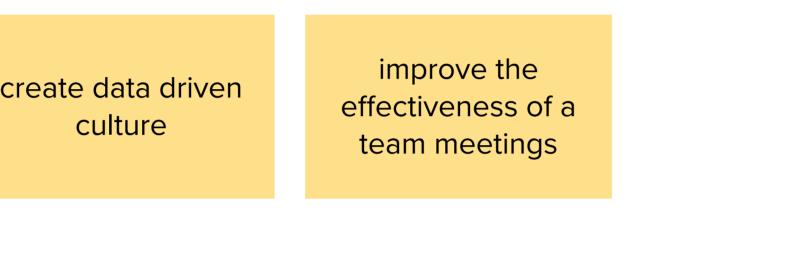


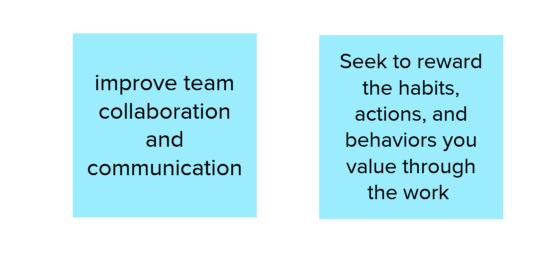


What happens after the experience is over?

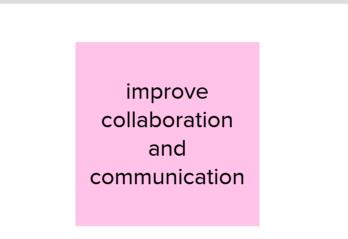








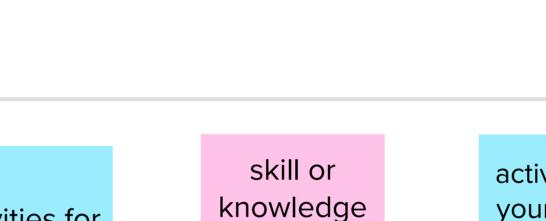


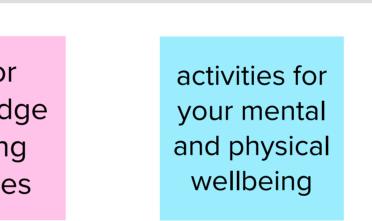


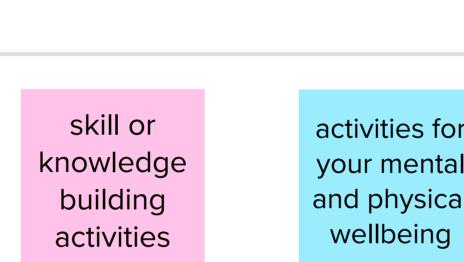


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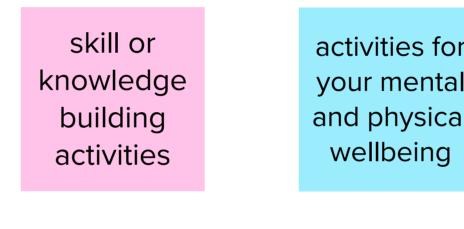


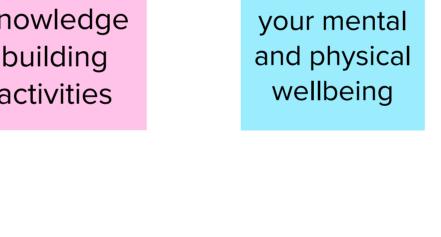




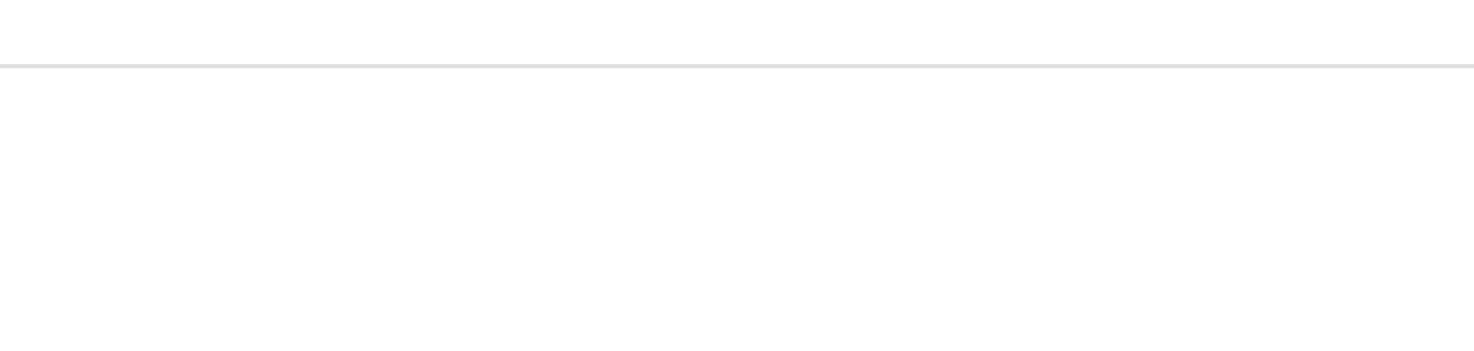


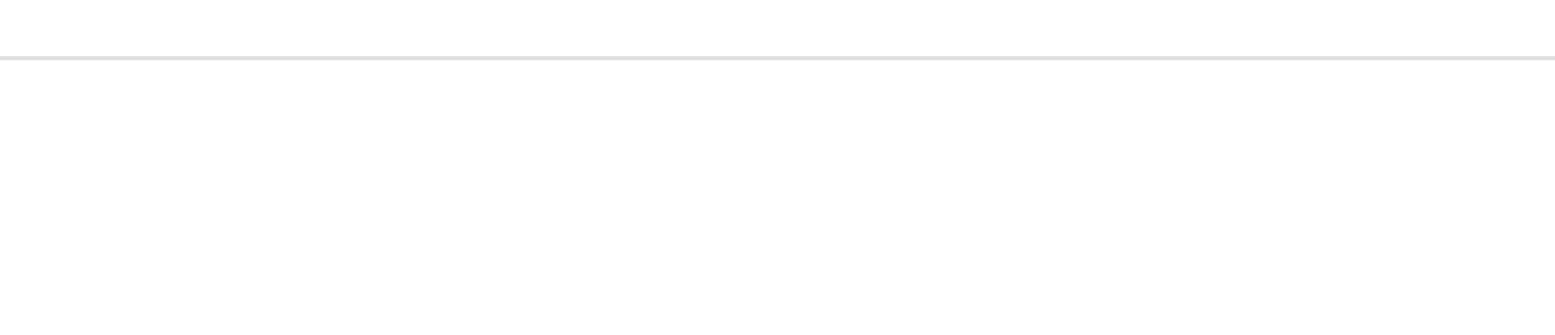






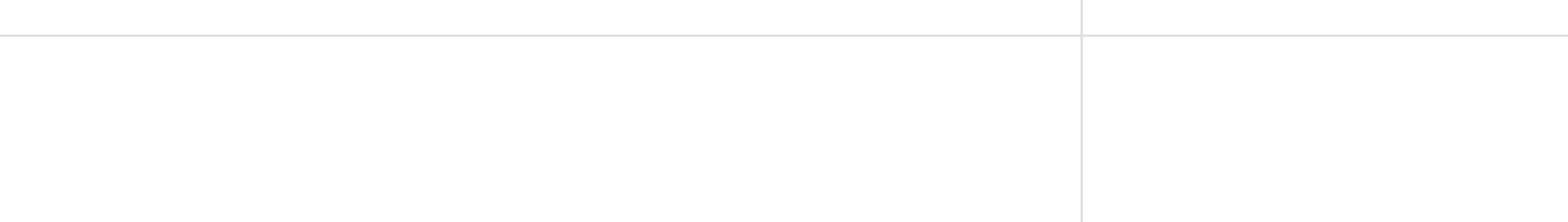


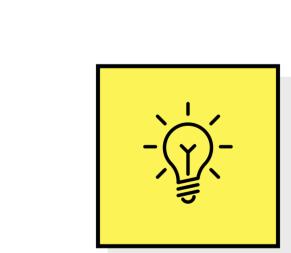












Areas of opportunity

Negative moments

Positive moments

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

What have others suggested?

