




# 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

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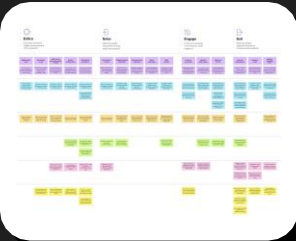
## Document an existing experience

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.

**TIP**

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

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Account creation by the customer</div> <div>Providing the required details and information for the customer.</div> <div>The customer has to visit our website and create their own account for future use.</div> <div>The details like available stock, their branches and nearest hub.</div>	<div>They might experience a customized user interface</div> <div>The customer may also experience their customized product recommendations on the dashboard.</div> <div>Where they can login to their account and purchase their products.</div> <div>And also the customer may find the update about the available and new arrival products and also 24/7 customer care service.</div>	<div>Product sales details.</div> <div>Product production analysis</div> <div>Identifying the final selling products and seasonal selling products.</div> <div>Information regarding the high season and low season and risk of the hub.</div> <div>Customer placing the products which they have been sold and refilling about of those.</div> <div>By limiting the unnecessary product details.</div> <div>The most demand products update.</div> <div>Message alert of the products which have to be refilled for stock.</div> <div>The collection of the details of the customers.</div>	<div>After placing the order customer may have received information about the order and delivery date and location.</div> <div>Details of the products which have been sold and refilling about of those.</div> <div>Details end the accuracy of all the products.</div>	<div>Once the customer brought the products their valuable feedback.</div> <div>24/7 customer care service.</div> <div>Product tracking system and arrival time.</div> <div>Sales rate transparency of the week or month or year.</div> <div>Record and update on the returned products and the reason for returning.</div> <div>Cashback records of the returned products.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Online account creation for all the authorized customers.</div> <div>They can have the interaction with the store service provider anytime they want.</div> <div>Both online or telecommunication methods are available for the customers.</div> <div>Usage of the website through the smartphones or computers with internet access.</div>	<div>Online automated machine service for placing the order.</div> <div>Authorized and customized application on website.</div> <div>Without the necessity of the admin</div> <div>Display the products in the dashboard.</div> <div>E-Mail alerts and notification.</div>	<div>Live chat bot for the customer.</div> <div>Adding the details.</div> <div>Selection of the stock report duration.</div> <div>Displaying stock in categories report.</div>	<div>Outgoing the location of the retailer and the tracking details.</div> <div>Process for the deletion of the stock.</div> <div>Usage of SEO and SEM techniques.</div>	<div>Selection of Stock report duration.</div> <div>Social media channels for the information, location and service of the store.</div> <div>Details of Available, newly arrived and going to arrive products.</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Keep their inventory data safely recorded and only private to them.</div> <div>Enrich the facilities to maintain the stock.</div> <div>To create an account with ease and quick.</div> <div>To avoid the "no" available stock" command.</div>	<div>Inventory visibility</div> <div>Having sufficient supply</div> <div>Ease of placing the order.</div> <div>To avoid confusion while placing the order.</div> <div>Easy billing system.</div>	<div>Batch Tracking takes place.</div> <div>Initialization of the website of the products.</div> <div>Avoid information regarding the products.</div> <div>Avoid traffic of the website of the products.</div>	<div>Help me to identify sales pattern to make more profit.</div> <div>Help me to set reminder is below a certain threshold.</div> <div>Cost effective storage.</div> <div>Scale or shrink the production of goods.</div>	<div>saves memory,</div> <div>reduce time.</div> <div>Batch tracking.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Mail notification when the minimum stock limit is reached.</div> <div>Graph Analysis</div> <div>Ease of experience during registration/ login.</div>	<div>Cost Savings</div> <div>Greater Insights</div> <div>Cost Savings is been achieved.</div>	<div>Avoiding Stockouts and Excess Stock</div> <div>Increased Profits</div> <div>Scheduled management.</div>	<div>Schedule maintenance</div> <div>Automated Reordering</div> <div>Greater knowledge could be gained.</div>	<div>Automated In-Stock Information</div> <div>Increased Information transparency.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Some methods and strategies of inventory management can be relatively complex to understand.</div> <div>Production Problem.</div>	<div>System crash data storage</div> <div>Changing demand</div>	<div>Evolving Packaging</div> <div>Poor Production Planning</div>	<div>Supply Chain Complexity</div> <div>Inconsistent Tracking</div>	<div>Managing Warehouse Space</div> <div>Insufficient Order Management.</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Retrieval of Retailer location</div> <div>We could know the organization that has been registered.</div>	<div>Graph analysis</div> <div>Updating stock details.</div> <div>Could get insight about the products and their products.</div> <div>Demand forecasting</div>	<div>Centralized tracking</div>	<div>Production portfolio could be expanded</div> <div>Performance could be elevated and transparent.</div>	<div>Reduce human error.</div> <div>Auditing of stock could be implemented.</div>



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