

## Customer experience journey map

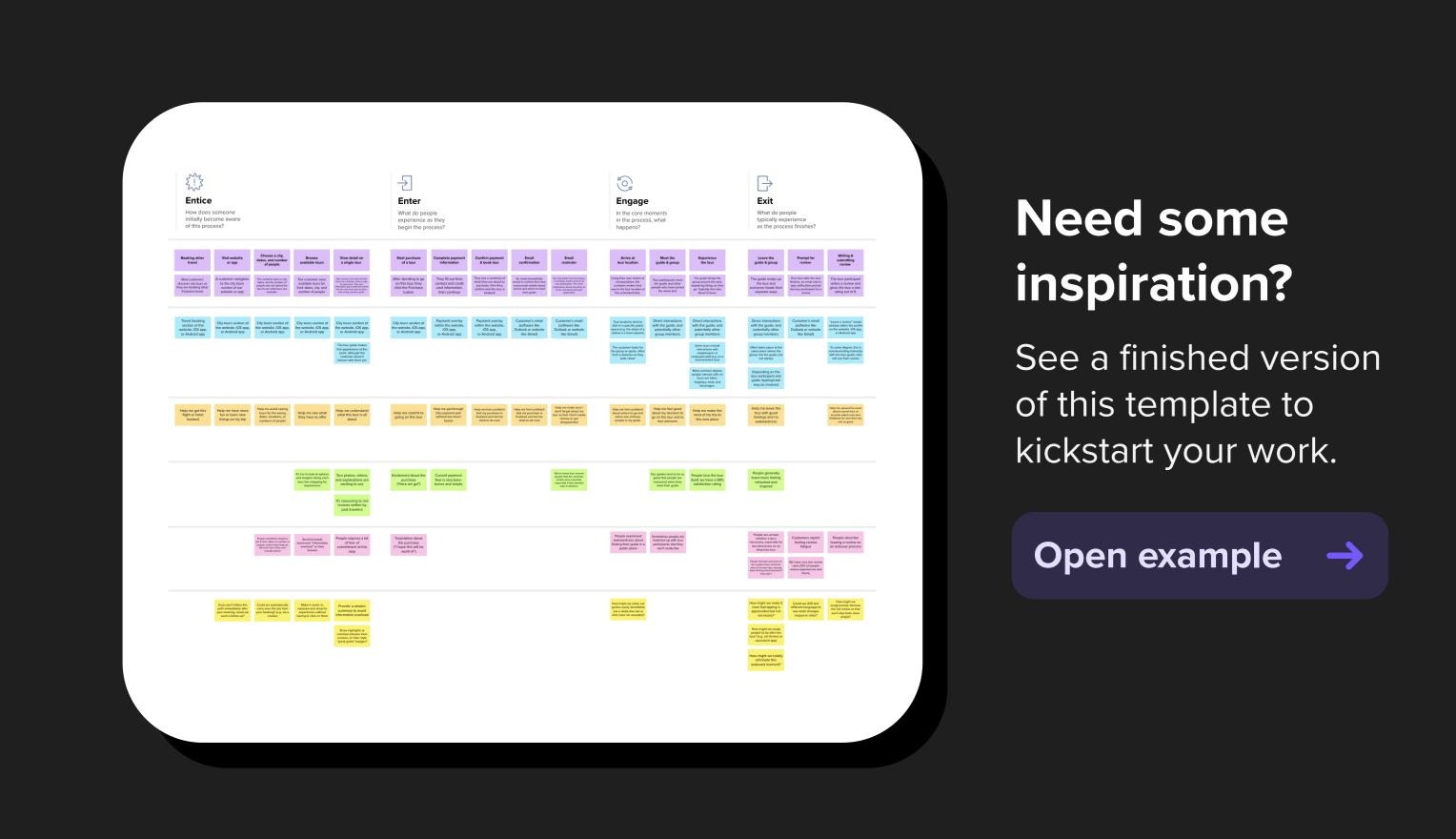
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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

Product School

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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.

TEAM ID

PNT2022TMID47771

PROJECT NAME

System for Metropolitan Cities
Smart Waste Management

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

