

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 wi

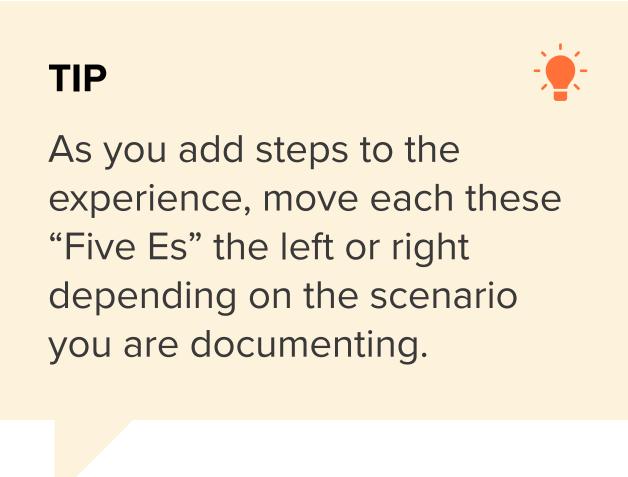


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Document an existing experience

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.



| scenario | 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? | add user account | seting up user profile | user has a profile/ login | |
| 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? | View the log in page Directed to the dashboard | Setting the budget limit Enter the expese manually Enter the expese manually | View the budget report | Increasing my budget limit |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid") | Reduce the expense | Decide how much to save the current month | Makes me feel happy | planning to increase / decrease my expense |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Easy to create an account Easy to link to the mobile number | Easy for mr to track my expense Allows me to see where i spend more so that i can reduce | Feels satisfied with my monthly savings | |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Prompting log in is time consuming | Entering the expenses manually is frusting | Asking for feedback is angering | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | Giving mobile and website version to keep it readily accessible | Cuerding Bighter version of eight book p up unand carefung | | |