

# Customer ecperience journey map

SCENARIO

Browsing, booking, attending, and rating a local city tour

## Entice

How does someone initially become aware of this process?

## Enter

What do people experience as they begin the process?

## Engage

In the core moments in the process, what happens?

## Exit

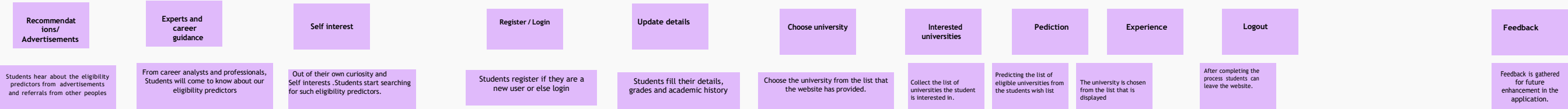
What do people typically experience as the process finishes?

## Extend

What happens after the experience is over?

### Steps

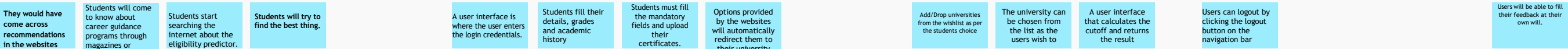
What does the person (or group) typically experience?



### Interactions

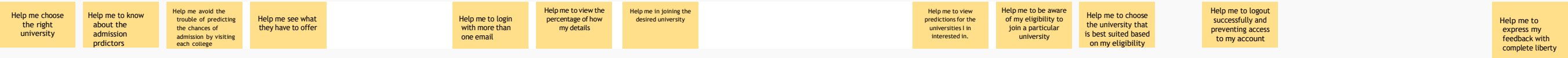
What interactions do they have at each step along the way?

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



### Goals & motivations

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



### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

