



# 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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













































































**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
[Open example](#)



## 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.

SCENARIO Browsing, booking, attending, and rating a local city tour												
 Enter details, Choose University , Report Generation ,Predicting the chances of Admission	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?							
 <b>Steps</b> What does the person (or group) typically experience?	 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul>	 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?							
 Commercial and Recommendations  People learn about the eligibility predictor from both commercials and other sources' recommendations	 Experts Assistance  Students receive references from professionals' advice as well	 Career Guidance  From career analyst also students will come to know about Eligibility Predictor	 Register / Login  The student should login if they are a frequent user and register if they are a new user	 Update details  Students fill out their grades and academic history	 Choose University  Choose the University from the list that the website has provided	 Evaluation  Evaluating the details entered by the student	 Prediction  Delivering the list of Universities and its affiliated colleges based on the evaluation result	 Choose the University  The University is chosen from the list that is displayed	 Choose the course  List of courses that the students are eligible to apply are displayed	 Admission Process  The student can read, review and compare courses they chose to attend the preferred University or they can reject it	 Logout  After completing the admission process students leave the website	 Feedback  Feedback is gathered for the future enhancement of the application
 They would have come across some Advertisements in the websites they visit often	 They may interact with the expert through physical mode or online mode	 Students can come to know about career guidance programs through magazines or employment websites or through the career center of a school or a college	 They will see a user interface where they can sign in and password they used to sign in or register and create a new user and login as a new user	 Students must not use the password help and must use their own username and other required documents, including their email, to create a new account	 If they can work to know about university choosing in order to understand the nature of university selection from the official website of University	 The user can view specific list by percentage of the evaluation process that has been finished and the remaining completion time	 By evaluating the user data, the University that the user is eligible to apply is displayed	 The University can be chosen from the list as the users wishes to	 If the user wants to know about a particular course, an option provided by the website can display the scope of that course	 After comparing the courses given, the user should present if they chose to attend the preferred University or they can reject it	 Students can log out by just clicking the Log out button on Navigation Bar	 Students will be able to fill the feedback at their free time
 Help me choose the right University	 Help me to know about the Admission Predictor	 Help me avoid the trouble of providing the details of admission by visiting each college in physical mode	 Help me to Login with more than one gmail account	 Help me to view the percentage of how much I have updated my details	 Help me in joining the desired University	 Help me to view the result of evaluation at a short period of time	 Help me to be aware of my eligibility to join a particular University	 Help me to choose the university that is best suited based on my eligibility	 Help me to avoid the guesswork about my eligibility in choosing the right course or the chosen University	 Help me to know the details of Admission process well in advance	 Help me to Log out from the account, being accessed by an unauthorized person	 Help me to express my feedback with complete liberty
 Advertisements indicate the users to use the Admission Predictor	 It provides the student with thorough understanding and inspiration to use Admission Predictor	 Providing the user with information of their success rate chances of admission in higher form will increase their confidence	 A better user interface that incorporated one of the sign platform are available to users	 The user is aware of what user there is an interface, designed just for updating their details	 Knowing their eligibility and opportunities of admission to their preferred university increases the student's enthusiasm	 The user is aware of what because the explanation can assist the information provided to the students at a timely manner	 Predicting the chances of admission in a timely manner	 Students receive a list of universities based on their top academic performance	 Students learn more about the specifics of their selected university and the courses it offers	 Users are happy to leave the app after receiving the best outcome	 Users who use public computers could experience a secured logout process	 Allowing customers to openly express their emotions will make them feel good
 The Commercial may be fake	 Misinterpretation of Guidance from Career Analyst	 Login / Registration is not allowed if the user gives invalid Credentials	 Entering wrong details leads to inappropriate prediction	 University names might be wrongly chosen due to oversight error	 Evaluation may go incorrect if their details are not entered correctly	 When predicting the outcome takes long time, they feel frustrated	 Students may get confused to choose the proper University	 Students are worried if they are not eligible to choose their desired course	 While using public computers their account is at the risk of unauthorized access if not logged out properly	 Students may get confused to choose the proper course	 The user account will automatically log out if the application is not used for a while	 Users can make reviews of the experience to share their emotions about a website to improve its security features by removing malware
 Keeping the fraudulent website away from showing the Admission Predictor advertisement	 Students should approach who are experts in their domain	 Making the existence of Admission Predictor known to the Career Guidance Programme	 Enabling the autofill option when the students need to begin	 Students can update their profile often at their appropriate time	 One state's college list could be expanded to include several states	 Reducing the time taken for evaluation	 Prediction can be improved by including more datasets	 Relevant University names are listed down when user starts typing few characters	 Scope of each course is displayed	 The user account will automatically log out if the application is not used for a while	 Users can make reviews of the experience to share their emotions about a website to improve its security features by removing malware	 Percentage scale increases as the student update their profile