



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.

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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.

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Steps			Entice			Enter			Engage			Exit			Extend		
What does the person (or group) typically experience?			How does someone initially become aware of this process?			What do people experience as they begin the process?			In the core moments in the process, what happens?			What do people typically experience as the process finishes?			What happens after the experience is over?		
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