

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.

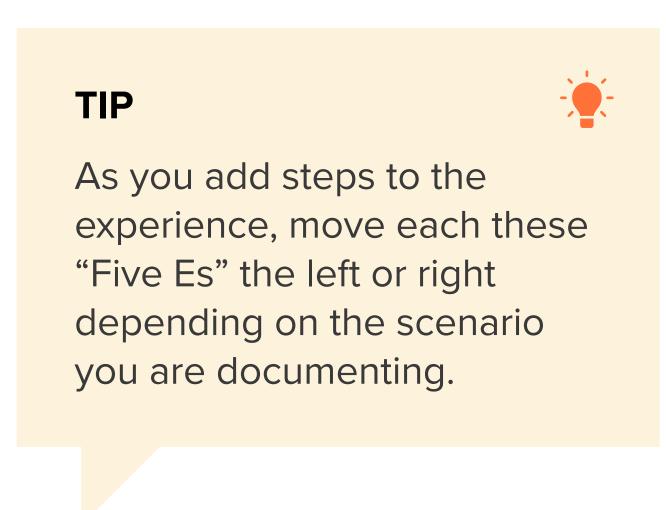
Created in partnership with

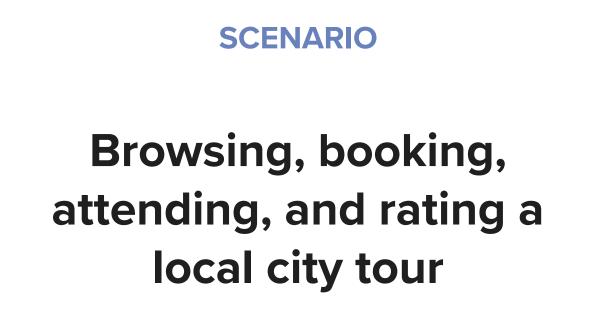




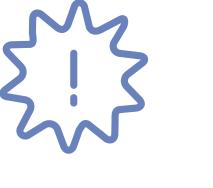
Document an existing experience

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.









Entice

How does someone

of this process?

initially become aware



Enter

What do people

experience as they

begin the process?





happens?

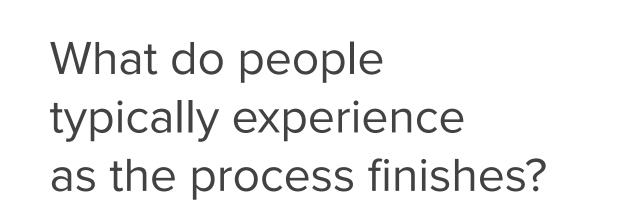
In the core moments

in the process, what

use the predicted value



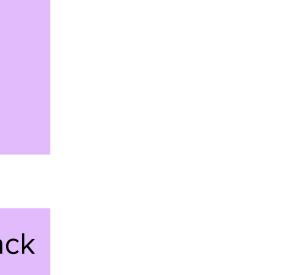


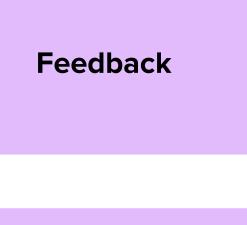


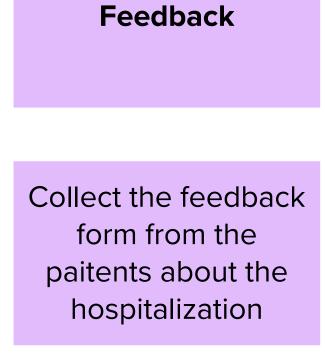


Extend

What happens after the experience is over?





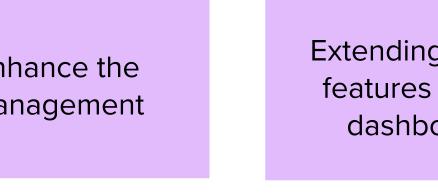


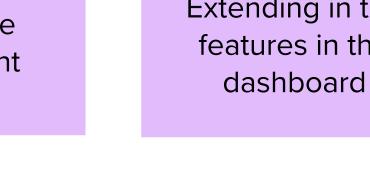


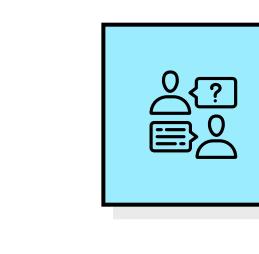












Interactions

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

What does the person (or group)

- People: Who do they see or talk to?
- Places: Where are they?

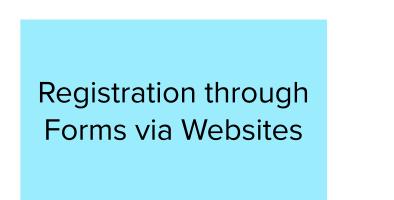
Goals & motivations

primary goal or motivation?

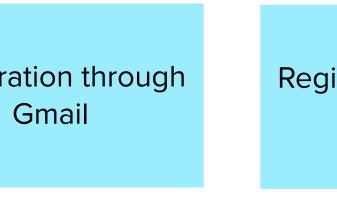
At each step, what is a person's

("Help me..." or "Help me avoid...")

Things: What digital touchpoints or physical objects would they use?



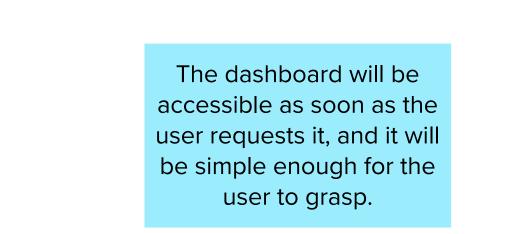
The hospital initially instructs the user on the model

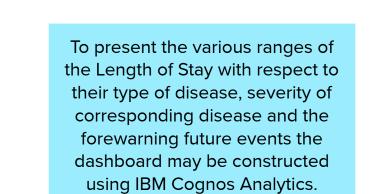


Social Media Marketting

Through social media advertising, the public must be made aware of the model's development.







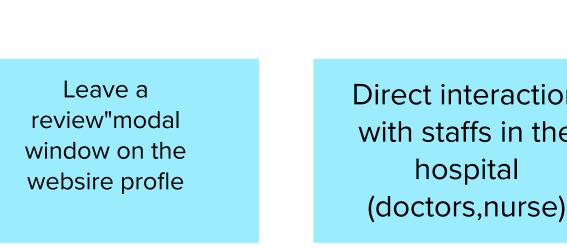
simple to use, so anyone may work on it.

and hospital information are prominently displayed.



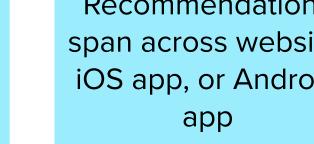


Allocate time and staffs accordingly

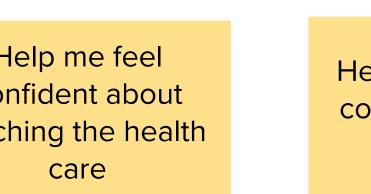


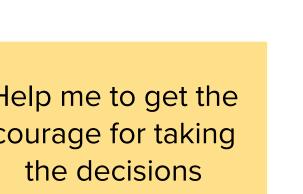


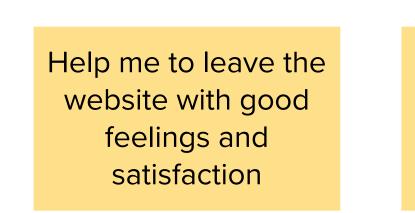


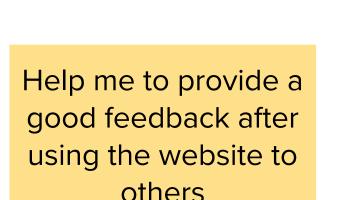


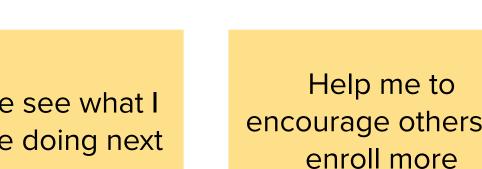


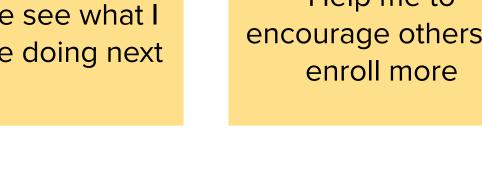


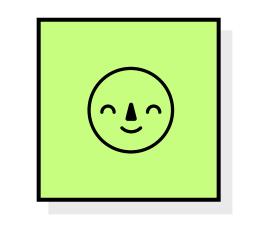




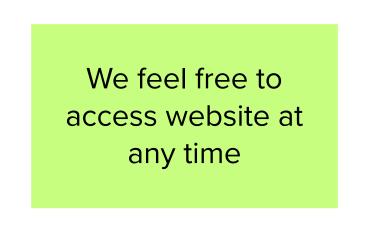


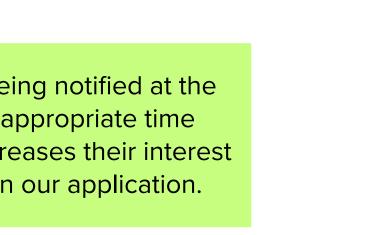




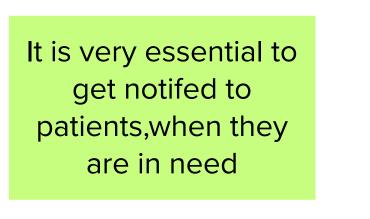


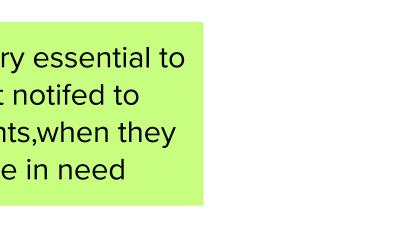
Positive moments

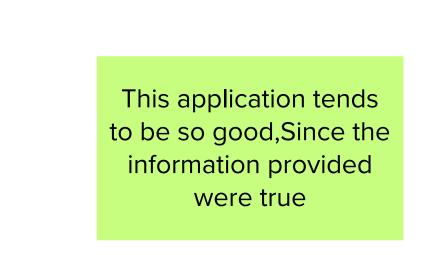


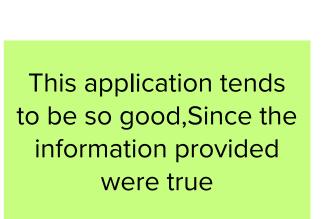


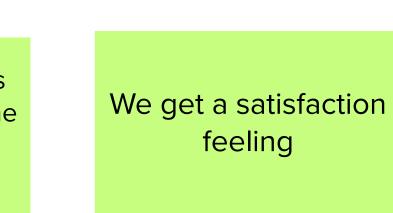


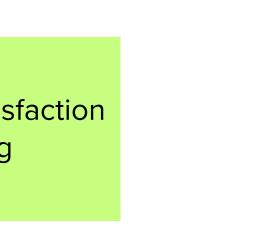


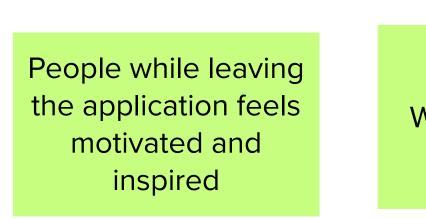






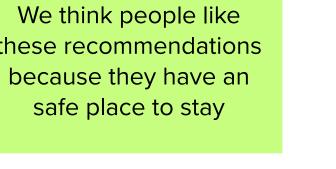


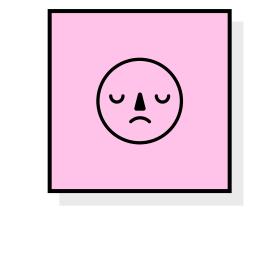






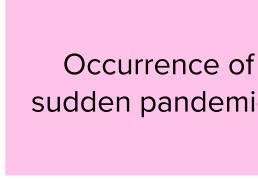




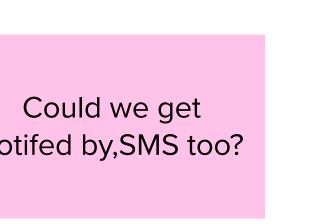


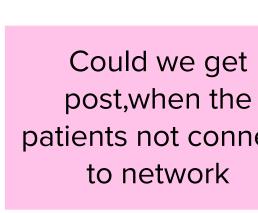
What steps does a typical person find frustrating, confusing, angering,



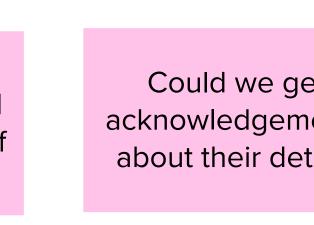


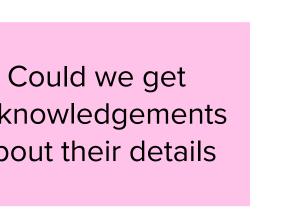


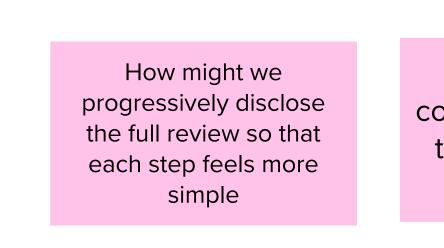


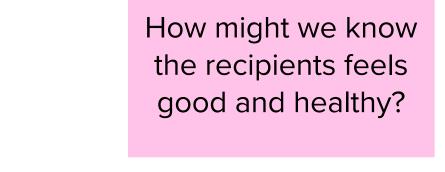


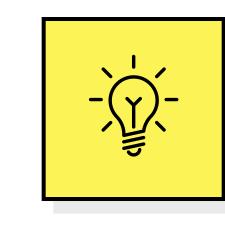












How might we make each step better? What ideas do we have? What have others suggested?

