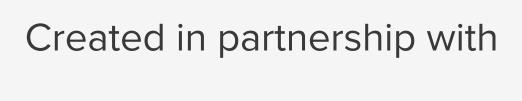
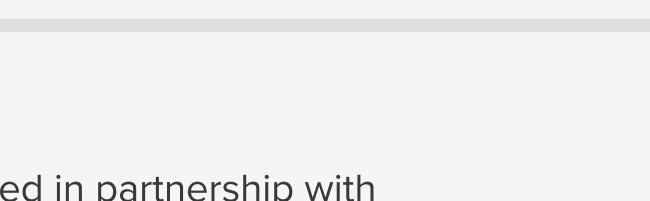


Customer experience Journey map

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.



Product School





SCENARIO

Browsing, booking,

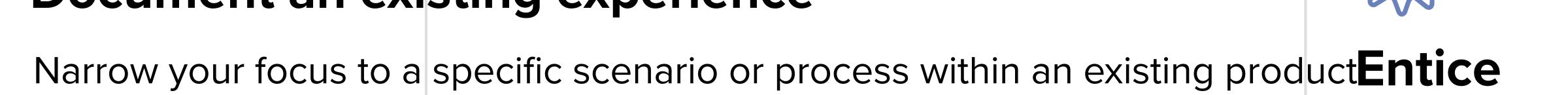
attending, and rating a

local city tour

Document an existing experience

Steps

typically experience?



or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows. initially become aware of this process?

What do people

experience as they

begin the process?

Enter

Engage In the core moments in the process, what

As you add steps to the

"Five Es" the left or right

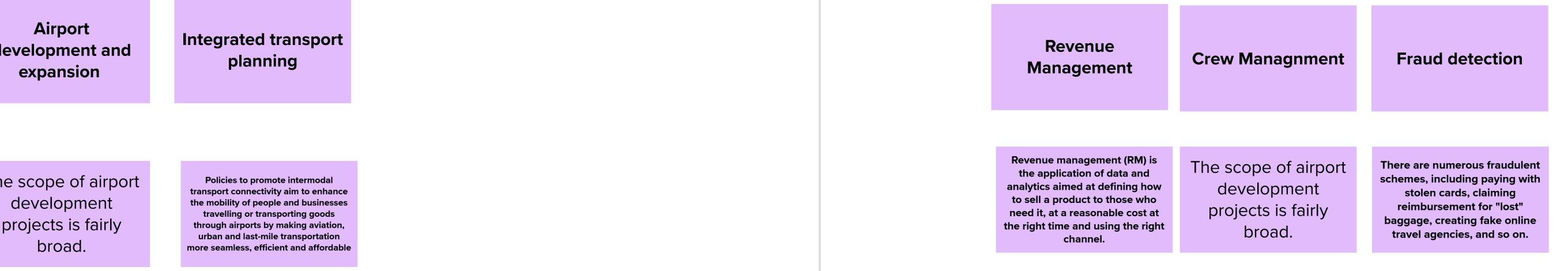
Exit

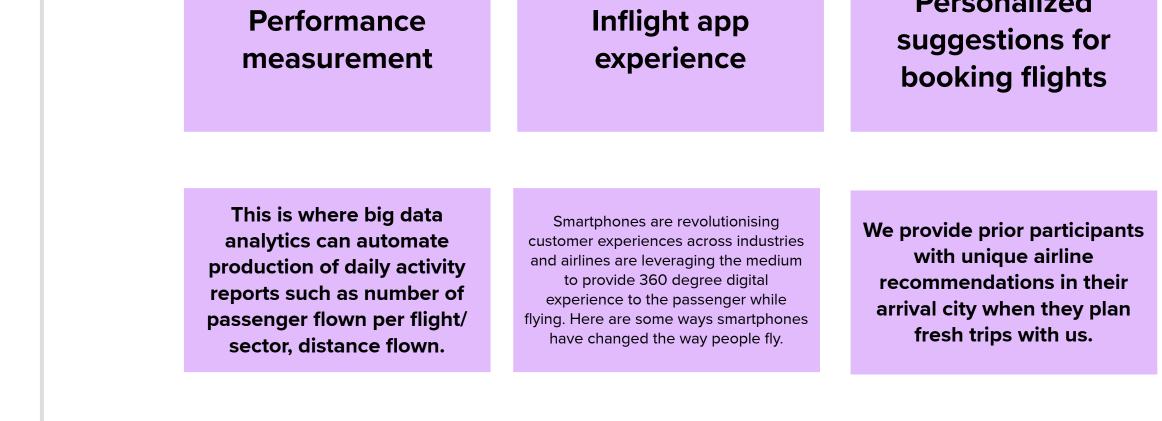
What do people typically experience as the process finishes?



Extend

What happens after the experience is over?







Interactions

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

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

Goals & motivations

primary goal or motivation?

Positive moments

At each step, what is a person's

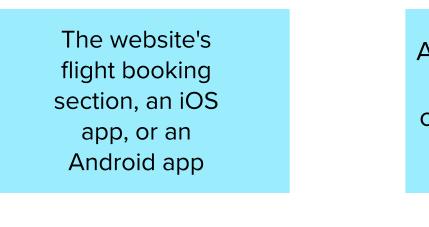
("Help me..." or "Help me avoid...")

What steps does a typical person

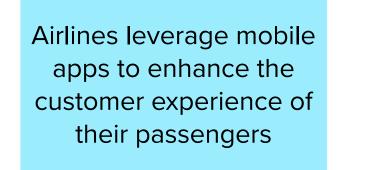
motivating, delightful, or exciting?

find enjoyable, productive, fun,

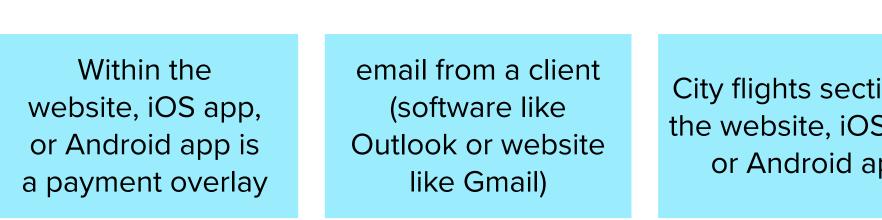
Things: What digital touchpoints or physical objects would they use?



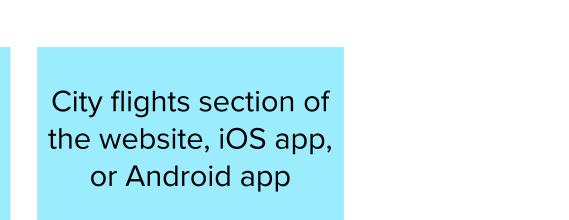
A customer navigates to the city tours section of our website or app

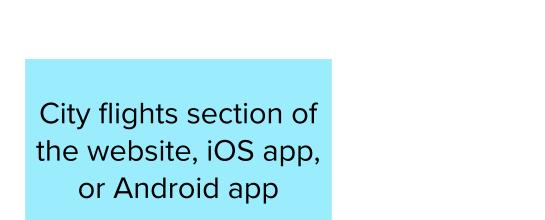


to check what flights are available, customer enters a city, dates and the no.of attendees for the tour

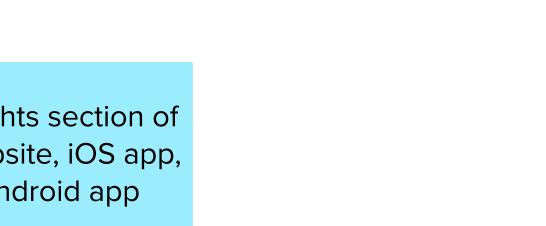


A confirmation email for their tour with information

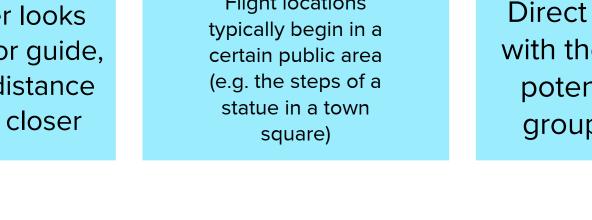


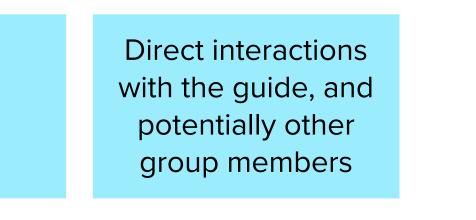


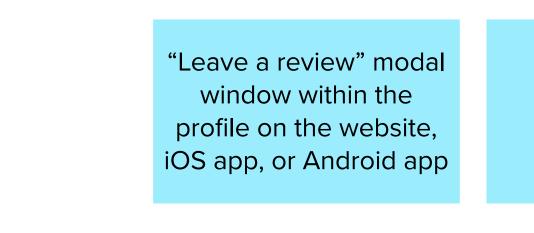
One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).

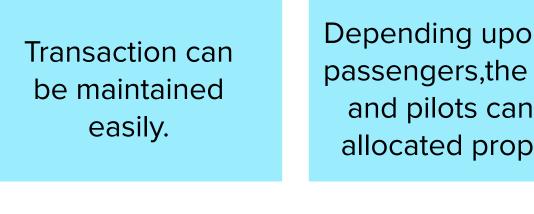






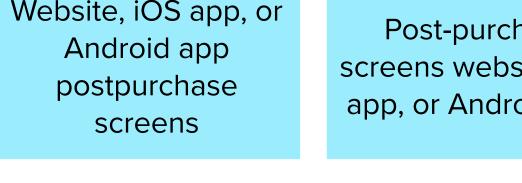


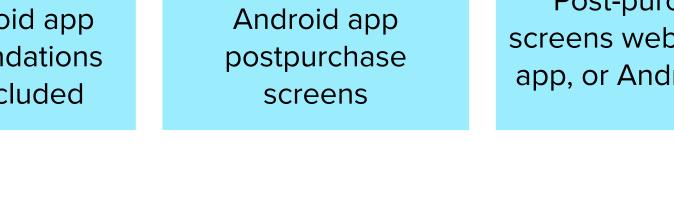




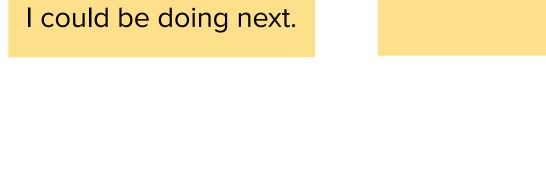




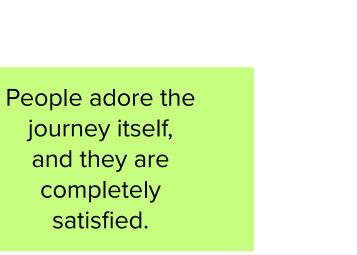




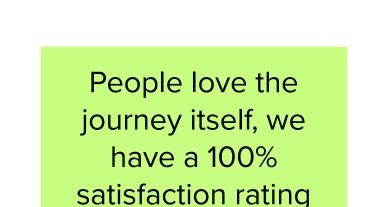


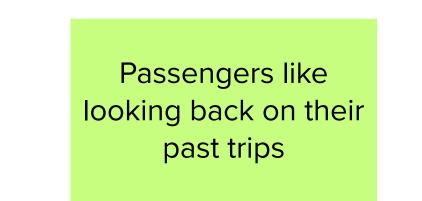






Customers claim to be review fatigued.

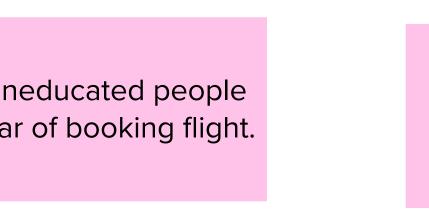


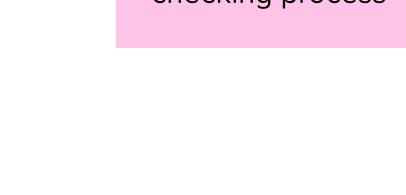


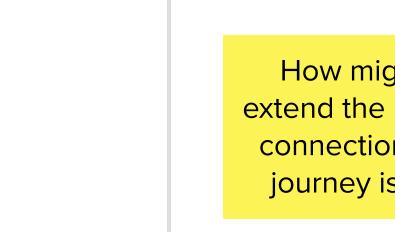


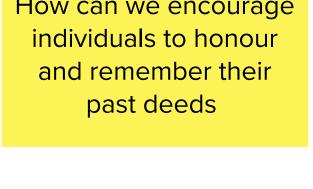


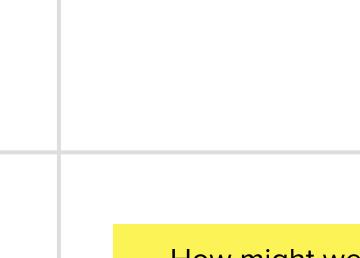


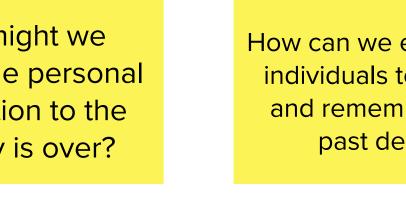


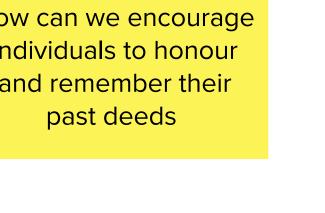














Areas of opportunity better? What ideas do we have?

What have others suggested?

put in their dates or number of people, which leads them to discover tours they can't actually attend

It's amazing to see airport photographs, films, and explanations

It's fun to look at options and imagine doing each tour, like shopping for experiences

As they browsed, several folks referred to information overload.

Anxiety regarding the purchase ("I hope it will be worthwhile!")



