

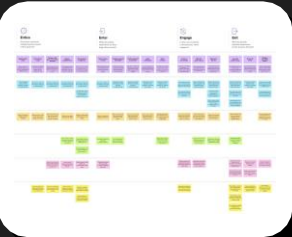


# Customer experience journey map

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.

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?
<b>Steps</b> What does the person (or group) typically experience?	Hearing of product availability Aim to fulfill the promised results Proper app maintenance	Nutrition Analyzing System Optimized user interface	Provide motivation to go on Find out what the fancies out	Healthy and redefined lifestyle Better choices of food	Provide medium to continue the new found diet Give tips on how to continue
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	User able to choose what to eat Website Easy to go on with the process of registration	New kind of a software that allow the user to change diet Talk with dieticians Display of dashboard containing main features	User notified about all the things to be maintained during the diet. 24 x 7 service by dieticians Adding what you have had	Better body and soul Be a more motivated person Having a clear view on how to proceed	Selection of food that has high nutrients Fit lifestyle Calorie tracking
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Give people knowledge on the perks of a healthy diet Show people examples of having result	Calorie Tracker Choosing what to have	Give alarms when nutrient quantity achieved Calorie Tracking	Healthy body fueled by healthy food A diet inspired by the app	Saves money Increase life span
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The fact that the app can enhance health Interactive UI	Cost Savings Greater Insights	Avoiding health Aliments like cholesterol Having a healthy lifestyle	Good body Follow up Diet chart	Crave for healthy Food only Fat content decreases
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The drive to go through a diet regime No knowledge of app	Lack of the drive to stay Controlled with The diet of one Quality to be provided	Interest in the food Straying away from the strict diet	Maintain the diet Inconsistent logging in	Neglecting Nutritious diet Not following the suggested diet
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Advertise more for more audience Making sure to build up the quality	Graph analysis Regular updates in UI	Calories Tracking More dietician sessions	Give better experience Make sure that people feel better	Ask for reviews Make changes to make the App more better

