# 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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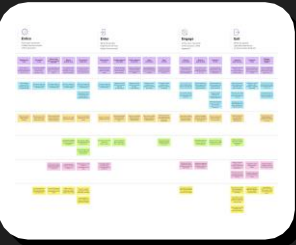
Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

Document an existing experience

Narrow your focus to a specific scenario or process within an existing productor service. In the **Steps** row, document the step-by-step process someone typically experiences, and 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?
Steps What does the person (or group) typically experience?	The web app contains all the details of the plasma donor / Customer can get the details of the donor by registering in the web app / Customer can view all the available information of the plasma donor	Registering in the platform by providing the required details / A reminder mail should be sent to the donor	The donor uses their mode of transportation to arrive at the hospital at the appointed time. / Tho donation process should be explained to the donor / Donating plasma at the designated time and location	One hour following the plasma donation, the donor receives an email and an app notice asking for feedback. / The donor typically rests following the procedure because they have provided plasma.	Both the donor as well as receiver should share their experience with others / With the experience shared by them it might be a great useful for others
Interactions What interactions do they have at each step along the way? ▪ **People:** Who do they see or talk to? ▪ **Places:** Where are they? ▪ **Things:** What digital touch points or physical objects would they use?	The people in demand ask their friends and families / Plasma receiver also search in social media by advertising their need / Customer also search in blood banks and nearby hospitals	Within the website's iOS or Android app, there is a verification of donor overlay. / Software website like Outlook or website like Gmail can be used	Donor directly interact with the doctor / Interactions can also be made through mobile phones and websites	Use of email following a donation	Examining the feedback they offered in the feedback section and on social media / By interacting with the past donor others will be able to know the process
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	◻ ◻	◻ ◻	◻ ◻	◻	◻
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	◻	◻	◻	◻	◻
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	◻	◻	◻	◻	◻
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	◻ ◻	◻	◻	◻	◻