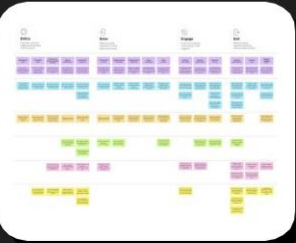




# Customer Experience

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.

Share template feedback



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example








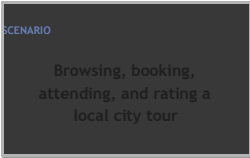





















































## Document an existing experience

Narrow your focus to a specific scenario or process within an existing 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.

\*Five Es\* the left or right depending on the scenario you are documenting.

### TIP

As you add steps to the experience, move each these

	<div> <b>Entice</b> How does someone initially become aware of this process?</div>	<div> <b>Enter</b> What do people experience as they begin the process?</div>	<div> <b>Engage</b> In the core moments in the process, what happens?</div>	<div> <b>Exit</b> What do people typically experience as the process finishes?</div>	<div> <b>Extend</b> What happens after the experience is over?</div>
<div> <b>SCENARIO</b> Browsing, booking, attending, and rating a local city tour</div>	<div> <b>SURFING</b> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Steps</b> What does the person (or group) typically experience?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Interactions</b> What interactions do they have at each step along the way? People: Who do they see or talk to?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Places</b> Where are they?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Things</b> What digital touchpoints or physical objects would they use?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>
<div> <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div> [ VISIT WEBSITE OR APP ] [ ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ] [ CHOOSE THE BEST MODEL TO DO PREDICTION ] [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ USER REGISTRATION / LOGIN ] [ ENTER GRADES AS INPUT ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ SELECT UNIVERSITIES ] [ SELECT UNIVERSITIES ] [ GETS DETAILS ABOUT THE PREDICTION ] [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ LEAVE TO EXIT PAGE ] [ SUBMITS REVIEW ] [ LEAVE THE WEBSITE ] [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>	<div> [ PERSONALISED RECOMMENDATIONS ] [ PERSONALISED SUGGESTIONS ]</div>

What have others suggested?

