



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 synthesize insights from interviews and observations with real people rather than relying on your hunches or assumptions.

Created by [Google](#) and [IBM](#)



Product School

Show template features

Need some inspiration?

How might we think about this problem?

What are the key challenges?

Open examples

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.

Context What customer segment and industry?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	Extend What happens after the experience is over?
Steps What does the person do to get started? Typical experience?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	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? • Things: What objects would they use?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	Extend What happens after the experience is over?
Goals & expectations What are the goals and expectations of the customer? • Primary goal or motivation? • Secondary goal or motivation? • Tertiary goal or motivation?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	Extend What happens after the experience is over?
Positive moments What are the most enjoyable moments of the experience? • Most enjoyable, productive, fun, interesting, helpful, etc.? • Why?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	Extend What happens after the experience is over?
Negative moments What are the most frustrating moments of the experience? • Most frustrating, confusing, angering, costly, or inconvenient? • Why?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	Extend What happens after the experience is over?
Areas of opportunity How might we think about this problem? What are the key challenges?	Enter How does someone enter the process?	Engage What do people do in the core moments of the process?	Exit What do people do when they leave the process?	Extend What happens after the experience is over?

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Enter

Engage

Exit

Extend