

Customer Journey Map

Browsing, ordering, purchasing and rating of a product



Steps
What does the person (or group) typically experience?



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

- Things: What digital touchpoints or physical objects would they use?
- Places: Where are they?
- People: Who do they see or talk to?



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?

