



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

[Share template feedback](#)

1

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 detail to the experience, move each item "two left" (as left as right) depending on the scenario you are documenting.

Context 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?	<div>How often to contact the customer</div> <div>Advertising through social media</div> <div>Referrals from friends</div> <div>To provide after & gift customer</div>	<div>Provide gifts to increase the customer</div>	<div>Provide gifts to increase the customer</div>		
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>When product they like most</div> <div>Put review & product review in the product for shop</div> <div>Remember and buying for customer support</div>	<div>What does product of best</div> <div>When it offers the best quality</div>	<div>What is this step about</div>		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>To increase the number of sales</div> <div>To increase the number of sales</div> <div>To increase the number of sales</div>	<div>To increase the number of sales</div>	<div>To increase the number of sales</div>		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>To increase the number of sales</div> <div>To increase the number of sales</div>	<div>To increase the number of sales</div>	<div>To increase the number of sales</div>		
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	<div>To increase the number of sales</div> <div>To increase the number of sales</div>	<div>To increase the number of sales</div>	<div>To increase the number of sales</div>		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>To increase the number of sales</div> <div>To increase the number of sales</div>	<div>To increase the number of sales</div>	<div>To increase the number of sales</div>		