

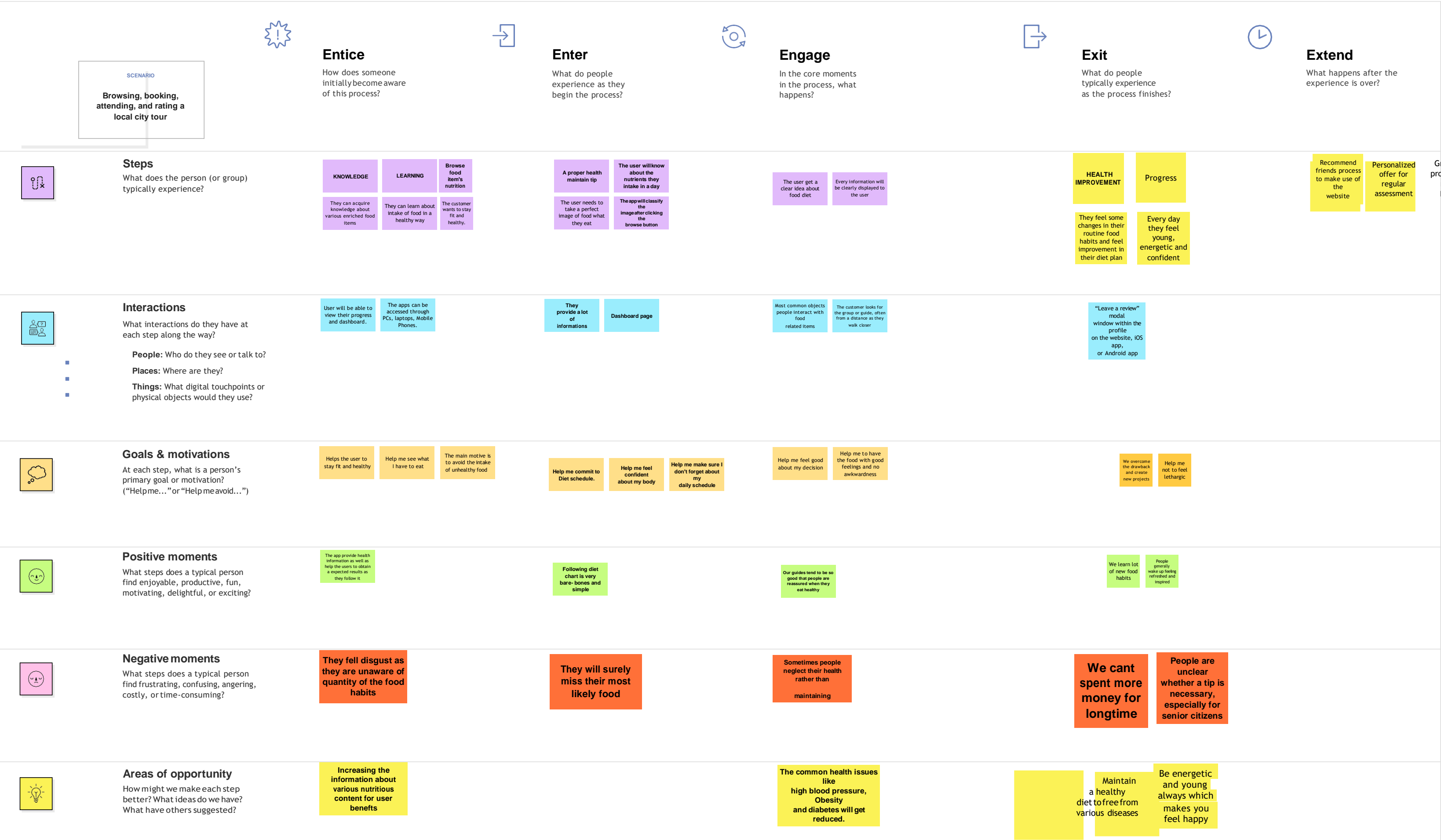
# Customer experience journey map

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.

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TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.