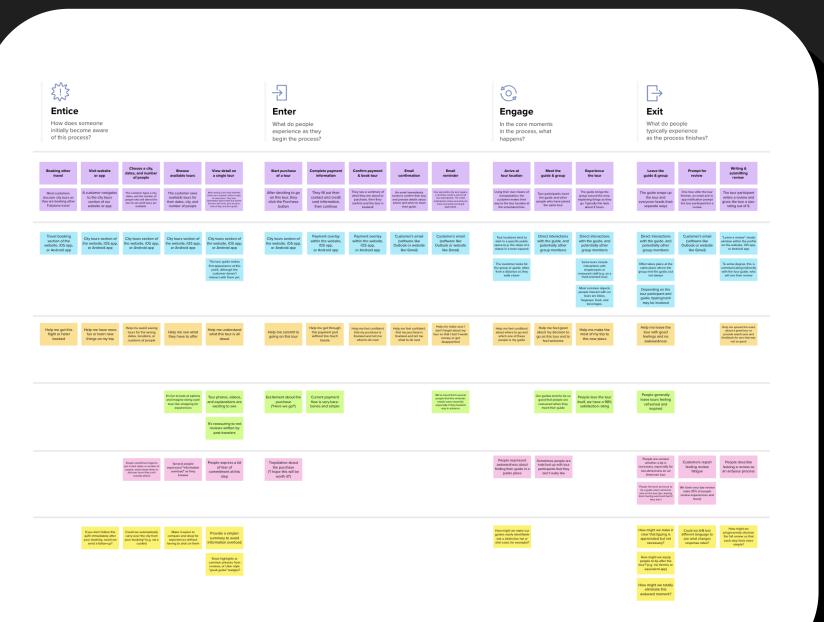
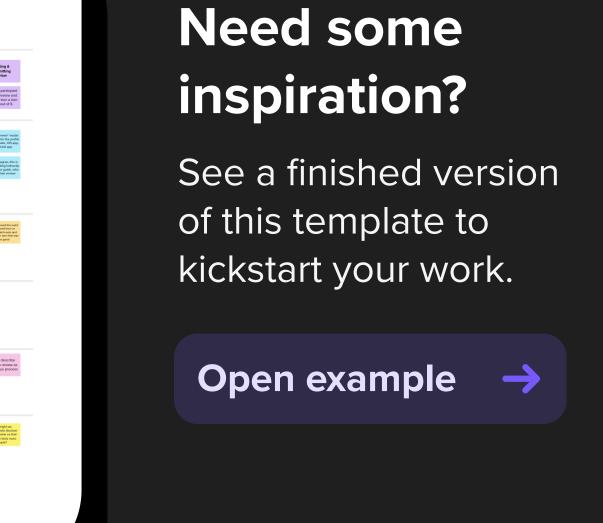


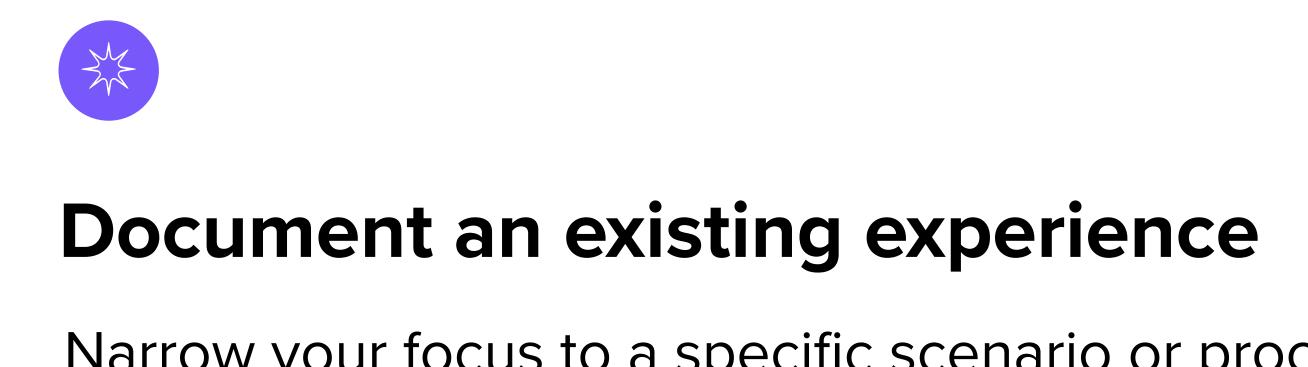
## Customer experience journey map

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.

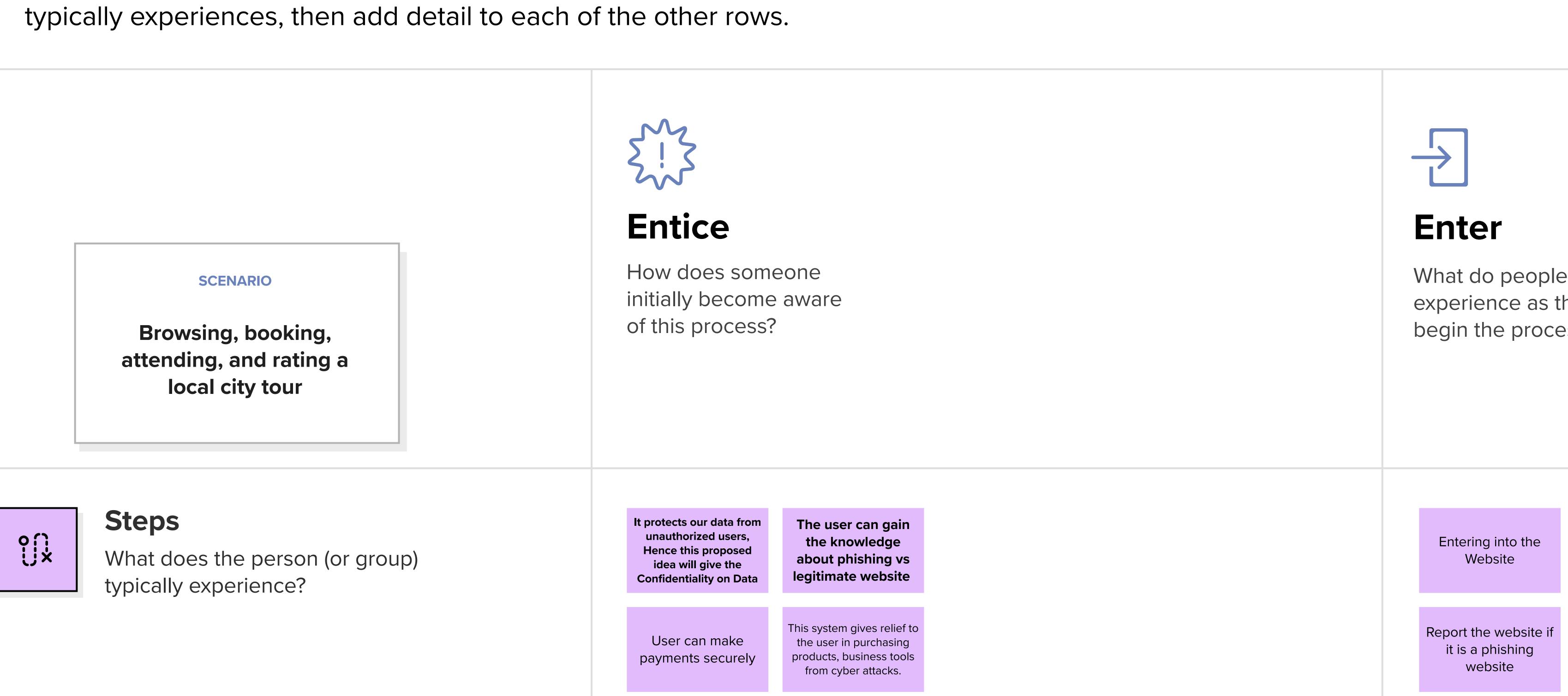
Product School

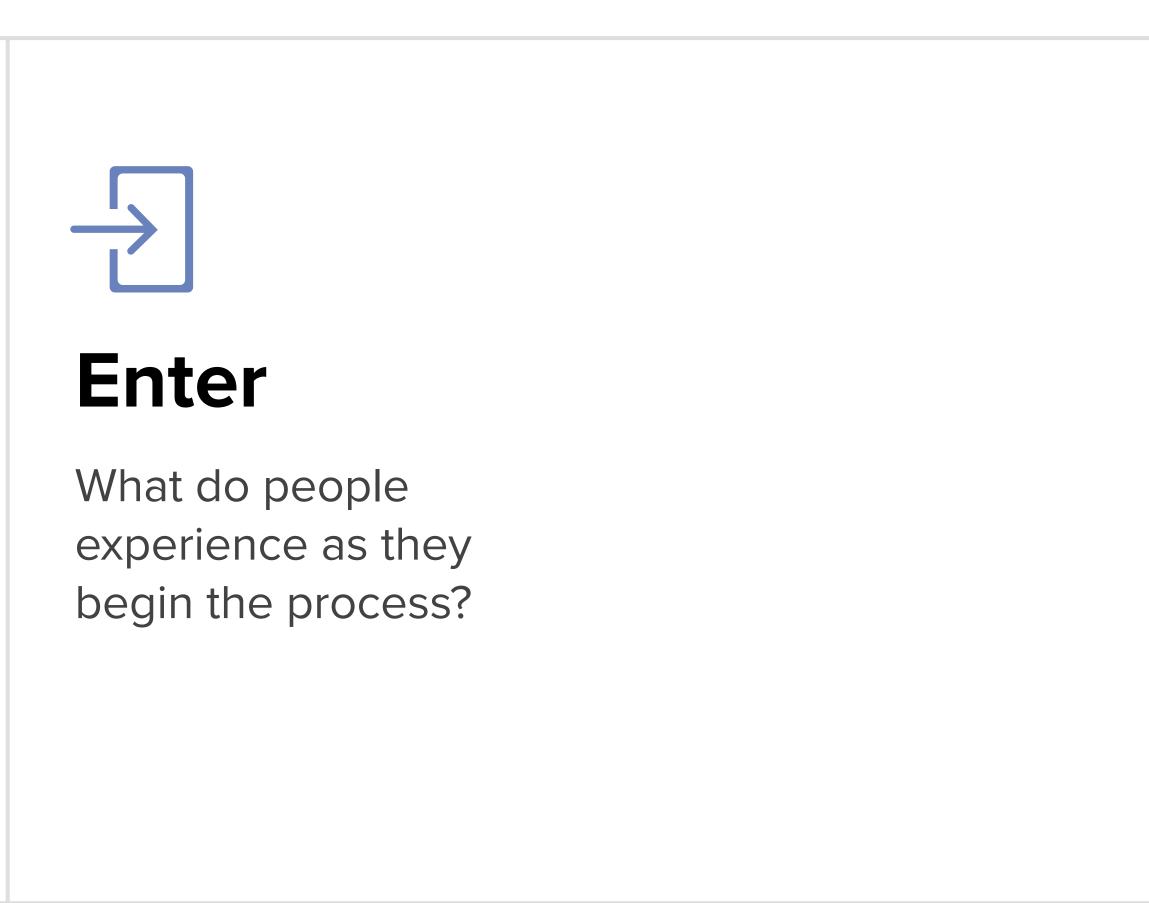




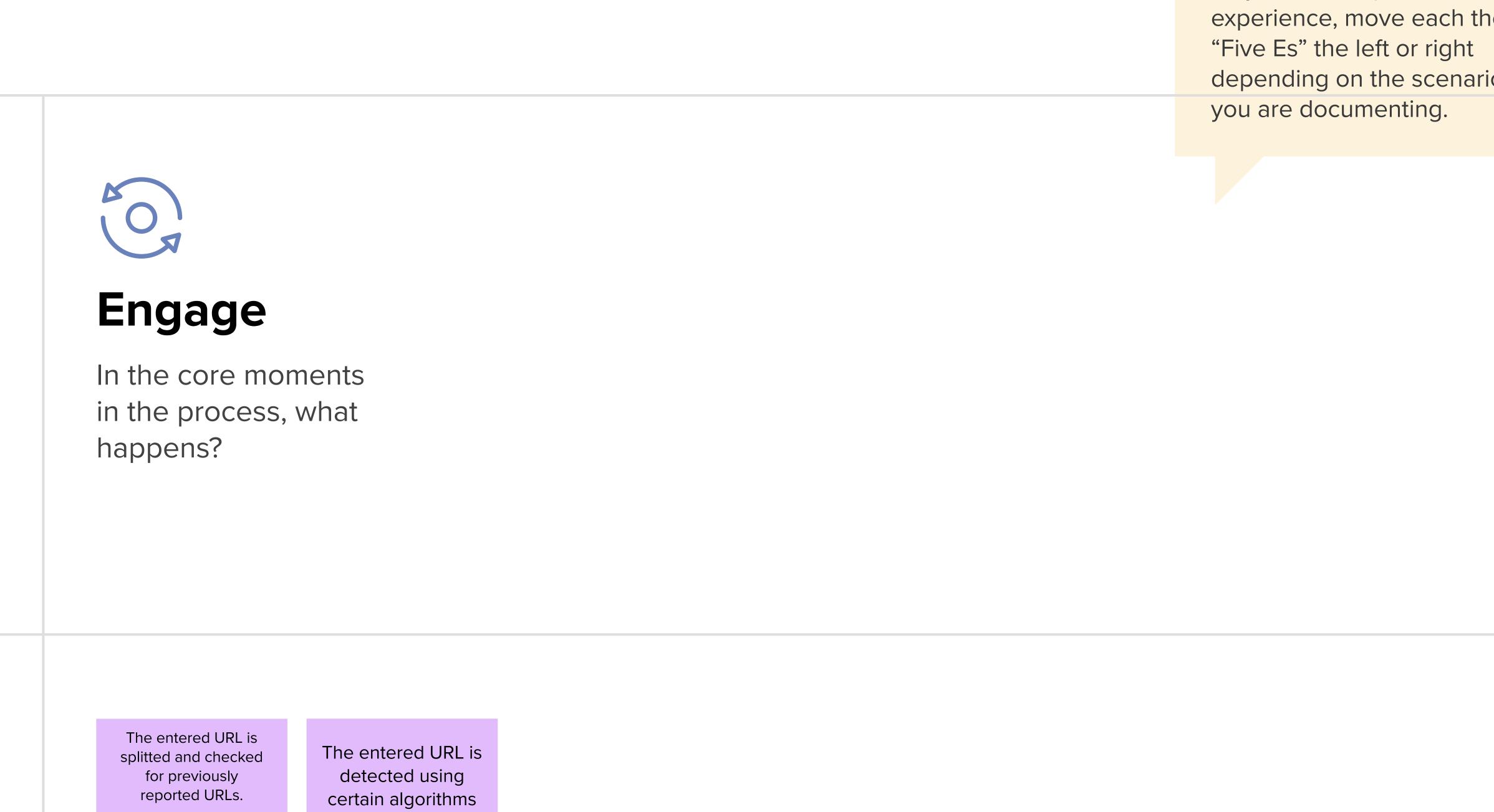


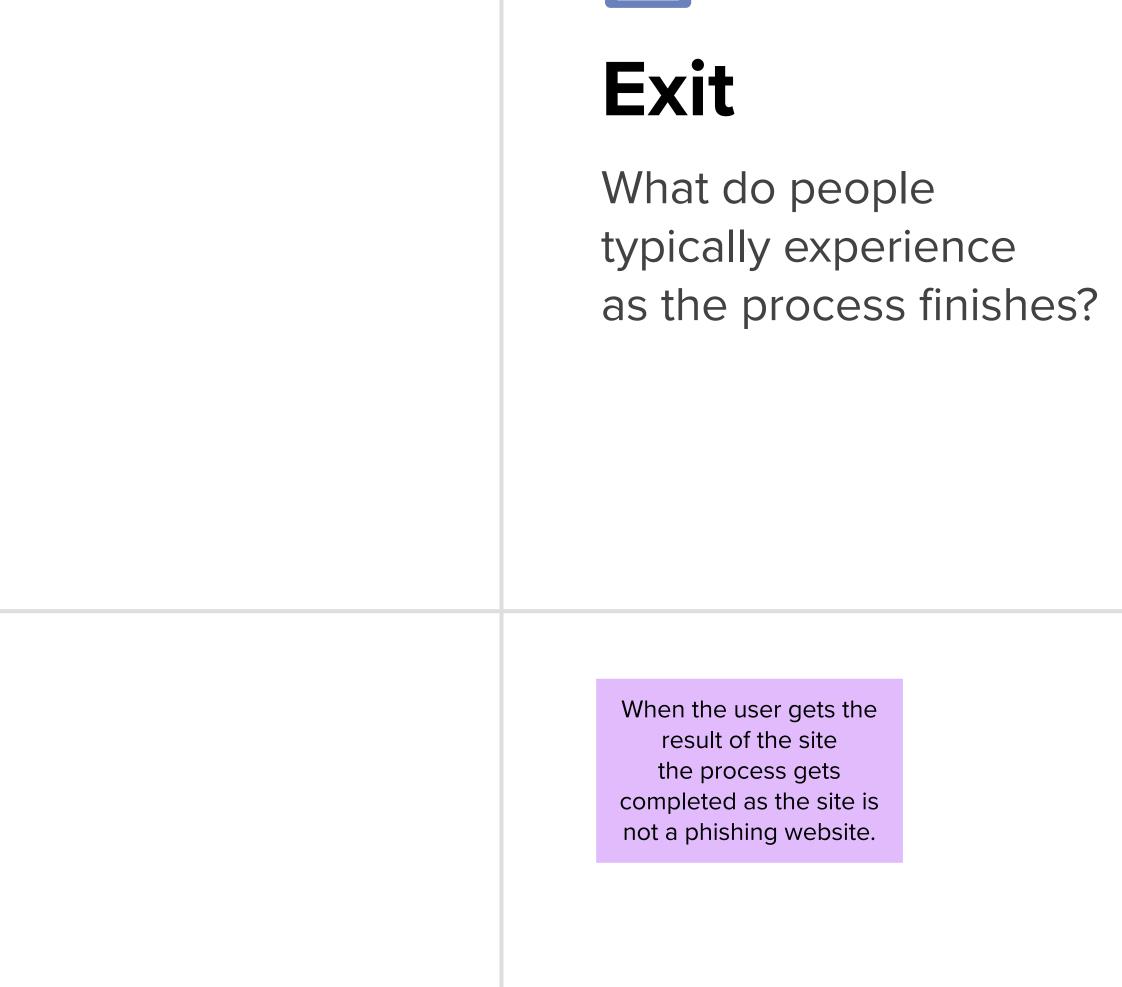
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone

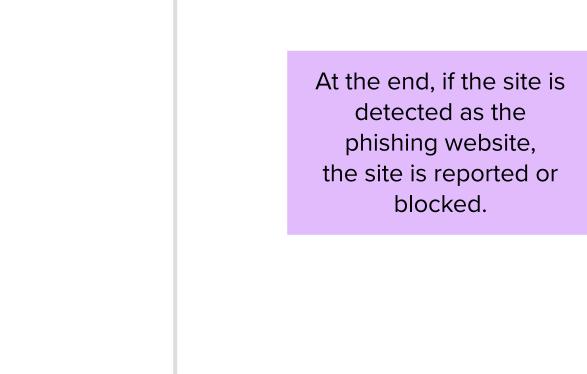




Type / Enter the URL in Search bar







Extend

What happens after the

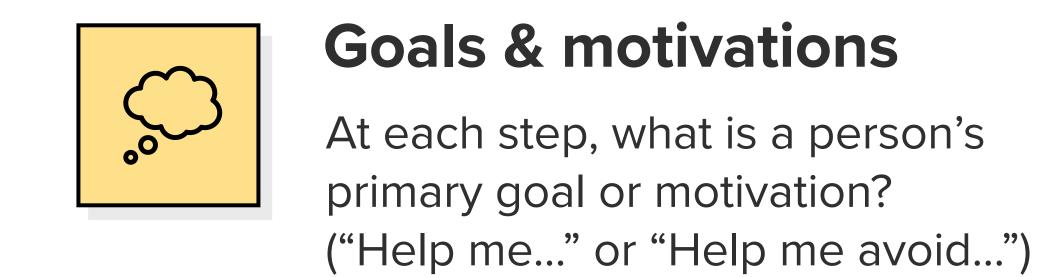
experience is over?





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 digital touchpoints or physical objects would they use?



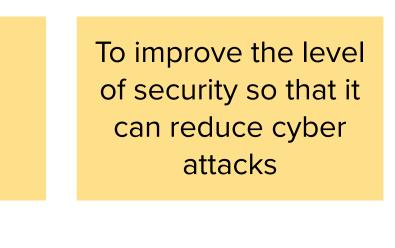
**Goals & motivations** At each step, what is a person's

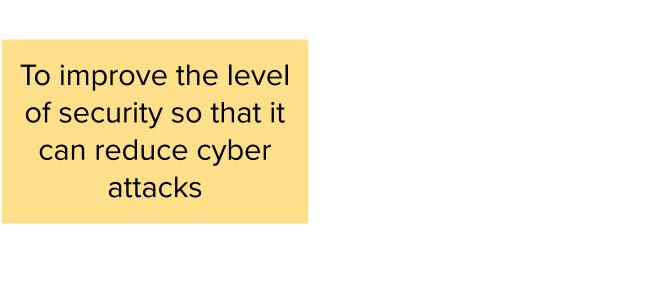
Positive moments

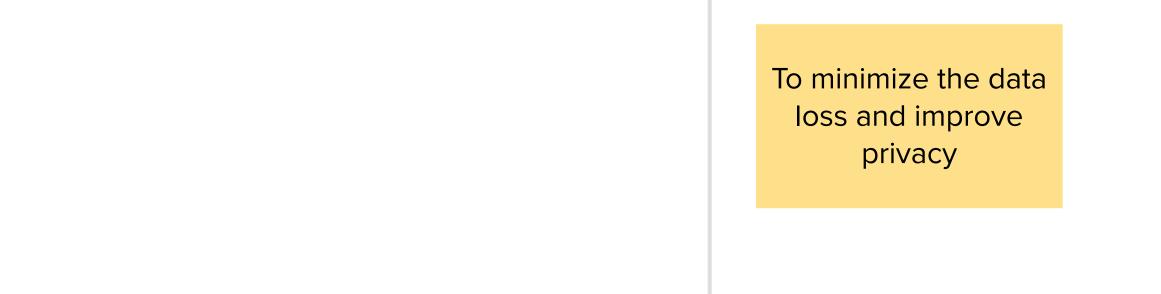
What steps does a typical person

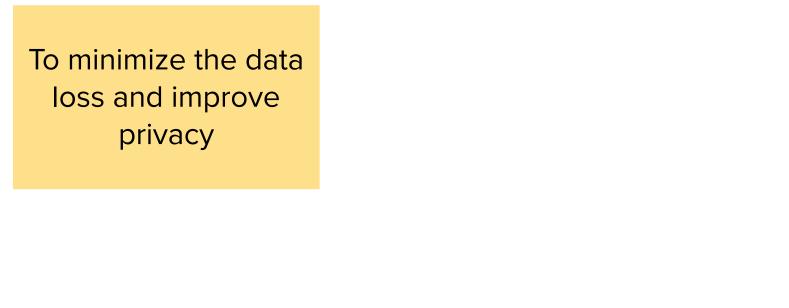
motivating, delightful, or exciting?

better? What ideas do we have? What have others suggested?





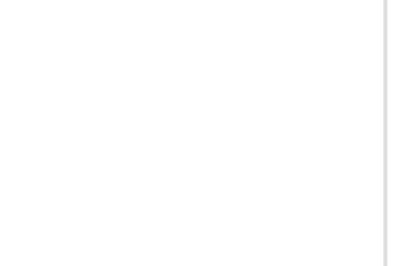




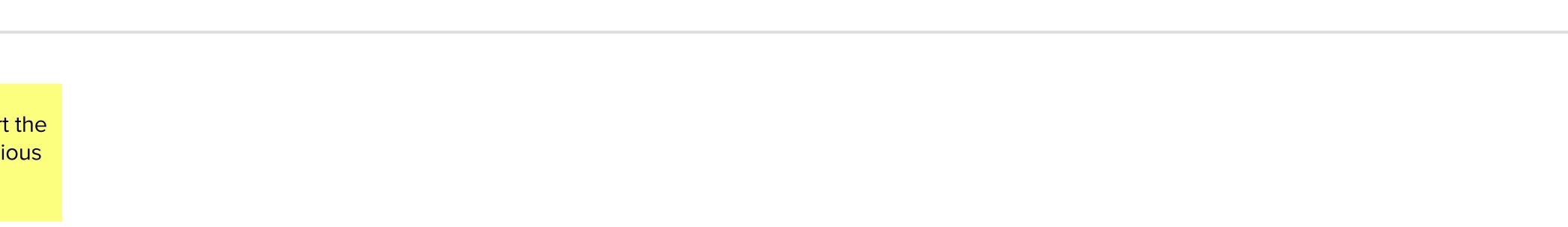


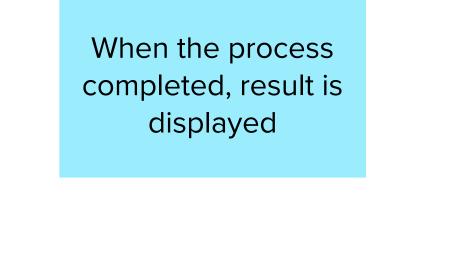


At the end, the result is shown to the user









Analyzing the Predicted websites.



