

Customer experience journey map

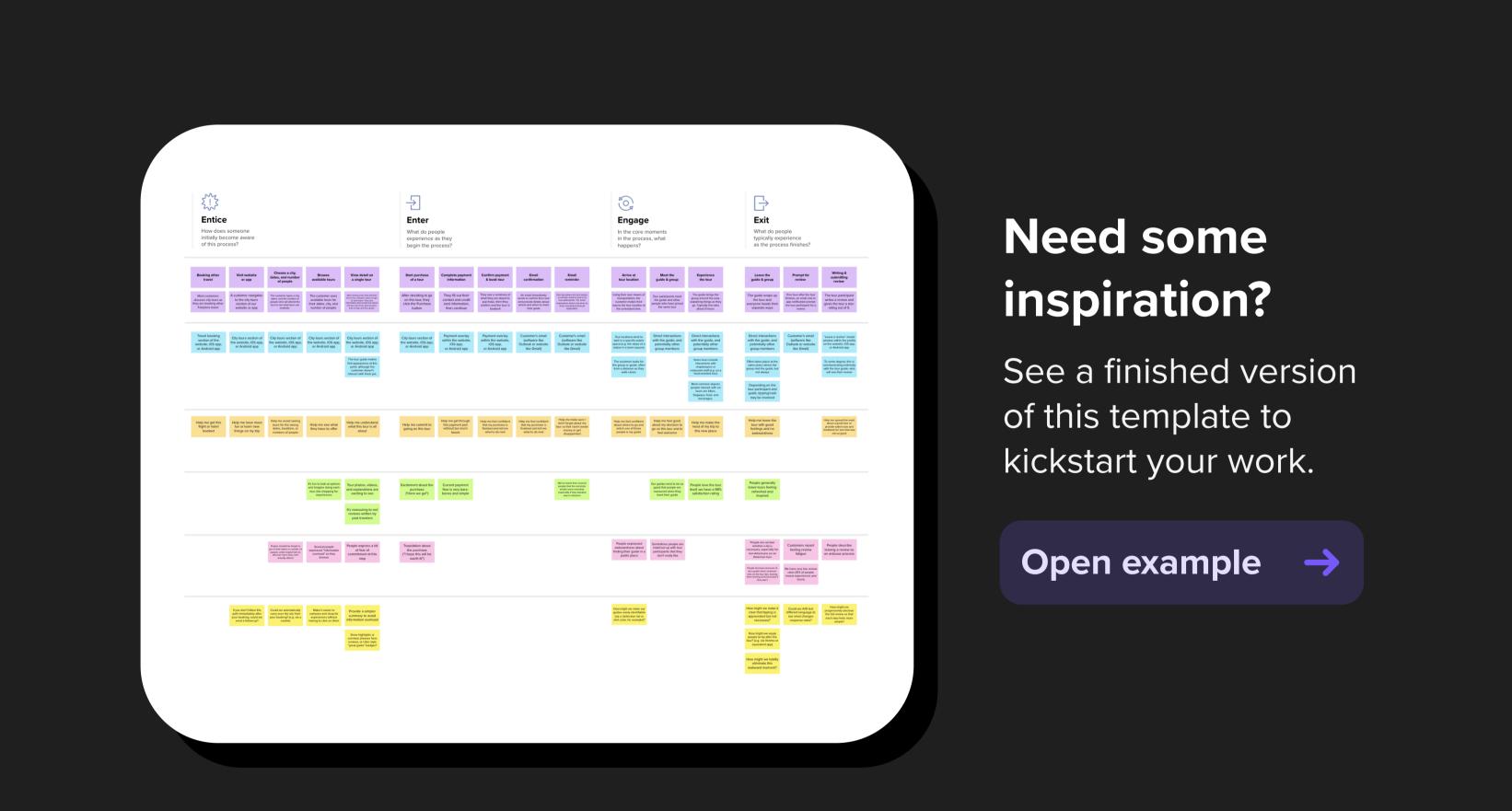
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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 wit

Product School

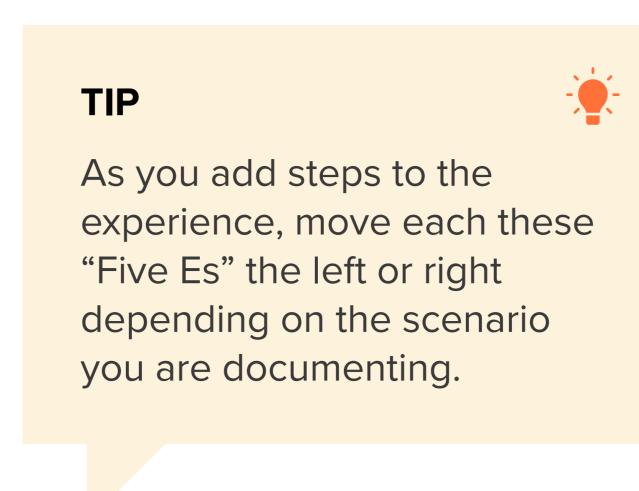
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Document an existing experience

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.



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?	Tracking of product availability Aim to fulfill the future requirements	Stock Tracking System Optimized user interface	Limit the unnecessary stock valuable stock	Efficient Stock Better Inventory Accuracy	Track data concerning return rate
 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 digital touchpoints or physical objects would they use? 	User able to register by their own Only registered or authorized user can be able to login into the application Website	Creation of Retailer account without admin support E-mail	Each information should be maintained and stored Live Chat bot	Retrieval of Retailer location Search Engine optimization	Selection of stock report duration Social media channels
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Keep their inventory data safely recorded Enrich the facilities to maintain the stock	Inventory visibility Having sufficient supply	Just-In-Time Inventory (JIT) Batch Tracking	Cost effective Scale or shrink the production of goods	Saves money Reduces time
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Mail notification when the minimum stock limit is reached Graph Analysis	Cost Savings Greater Insights	Avoiding Stockouts and Excess Stock Increased Profits	Schedule Automated Reordering	Automated In-Stock Information transparency
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Some methods and strategies of inventory management can be relatively complex to understand Production Problem	System crash due to enormous data storage Changing demand	Evolving Packaging Poor Production Planning	Supply Chain Complexity Inconsistent Tracking	Managing Warehouse Space Insufficient Order Management
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Retrieval of Retailer location Retrieval of Setailer stock Identifying least valuable stock	Graph analysis Graph analysis Updating stock details	Centralized Tracking Forecasting	Transparent Expanding production portfolio	Stock Auditing Reduce Human Error