

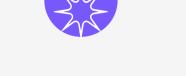
Customer experience journey map

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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




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.

Share template feedback



They try how to

expand their

products with

other business

partners.

Help me

develop the

model into a

large scale

solution.

If the model

prediction does not

match the doctors

diagnosis, it may cause confusion

and stress,