

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**

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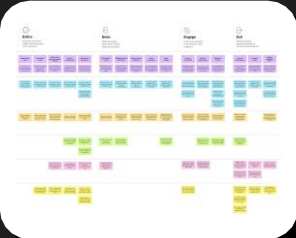
Document an existing experience

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.

TIP

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

	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div></div><div>A person checking for any recently available technologies for deaf or dumb people</div><div>Deaf people who are not able to speak checks for the updates for technology that helps them to communicate</div></div>	<div><div></div><div>As they begin to start the usage, they start experiencing the advanced features of this application</div><div>As they start to use the application they start to find the errors in some situation in handling the application</div><div>They finally come to know about the application and use it in a comfortable manner</div></div>	<div><div></div><div>As they start to use, they use the features that are available for engaging the usage</div><div>Good interaction between the user and the application takes place</div><div>As they get started, continuously from the app they get familiar with it</div></div>	<div><div></div><div></div></div>	<div><div></div></div>
<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>	<div><div>strong people</div><div>weak people</div><div></div></div>	<div><div>usage of the app</div><div>them</div></div>	<div><div></div><div></div></div>	<div><div>nearby friends</div></div>	
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>During this step the motivation of the person is to find a better technological facility</div></div>	<div><div>The motivation of the people during this session is to understand the application</div><div>To get to know the information of the project</div></div>	<div><div>To experience the advanced features of the application and make use of the system efficiently</div></div>	<div><div>They have a desire to share this to their companion</div></div>	
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

