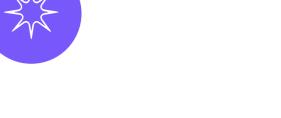


experience journey map

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.

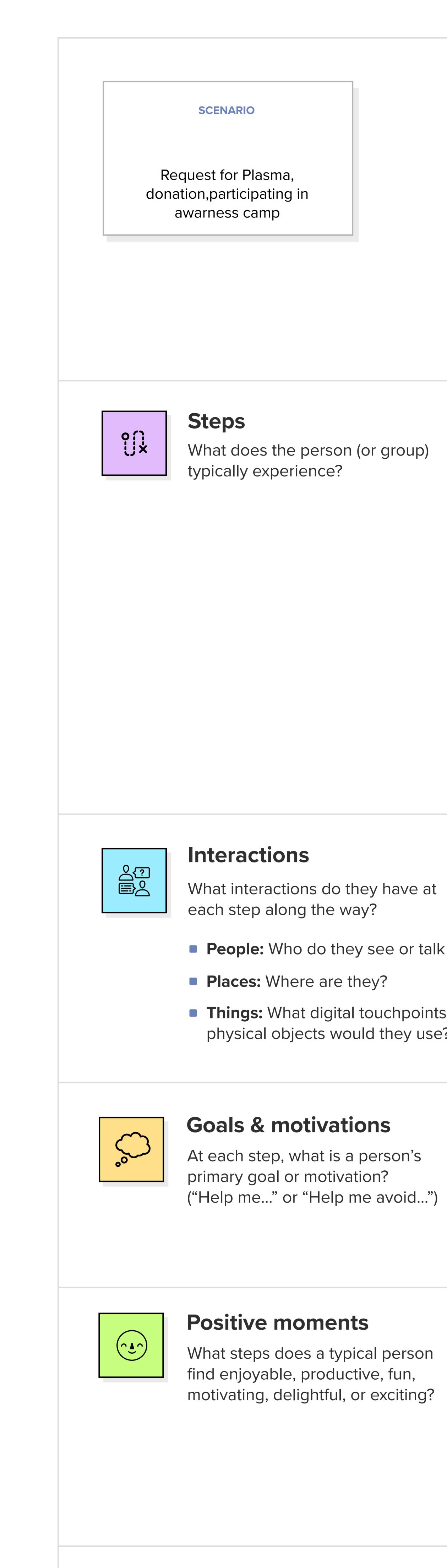
Product School

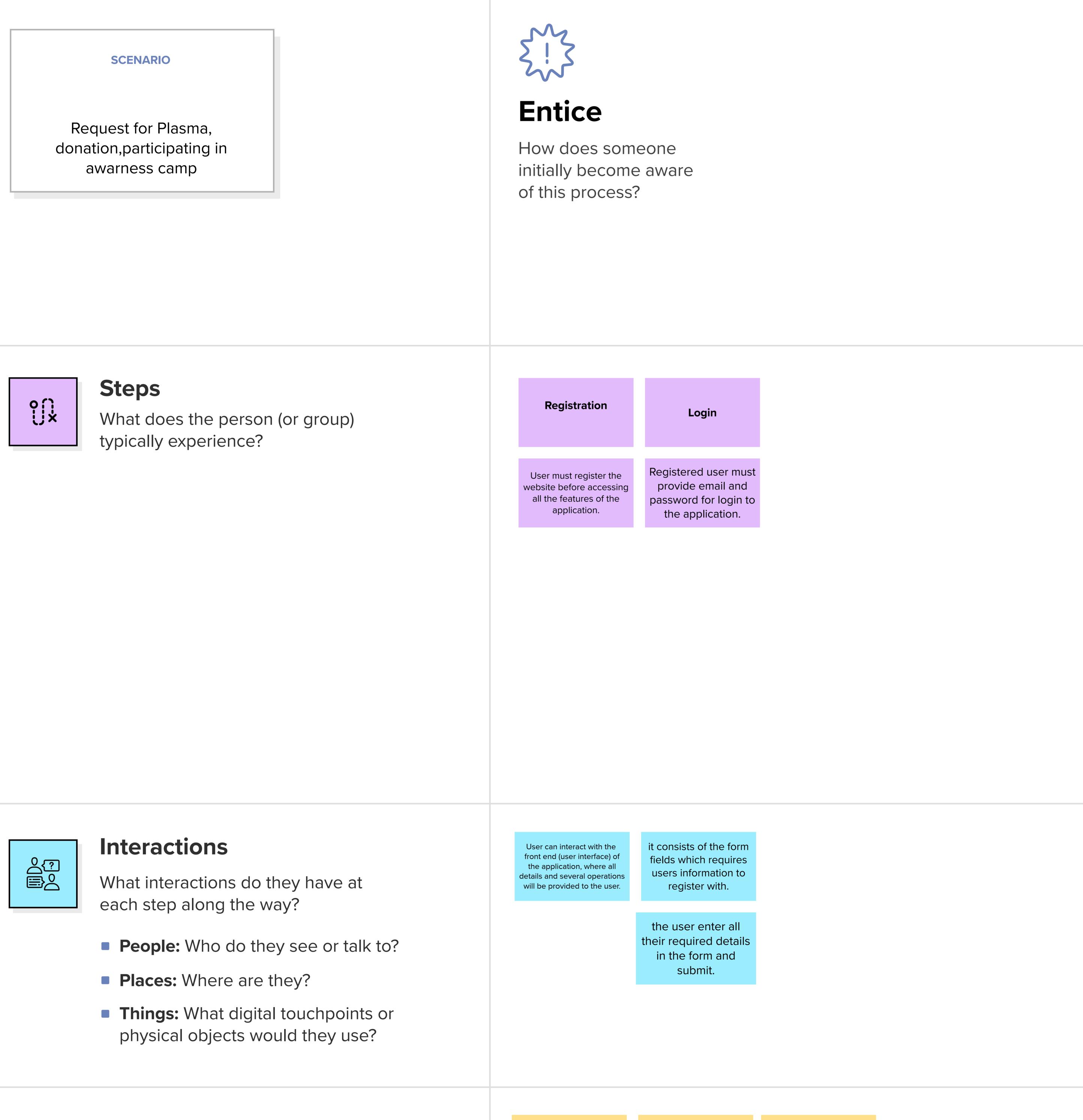
Share template feedback

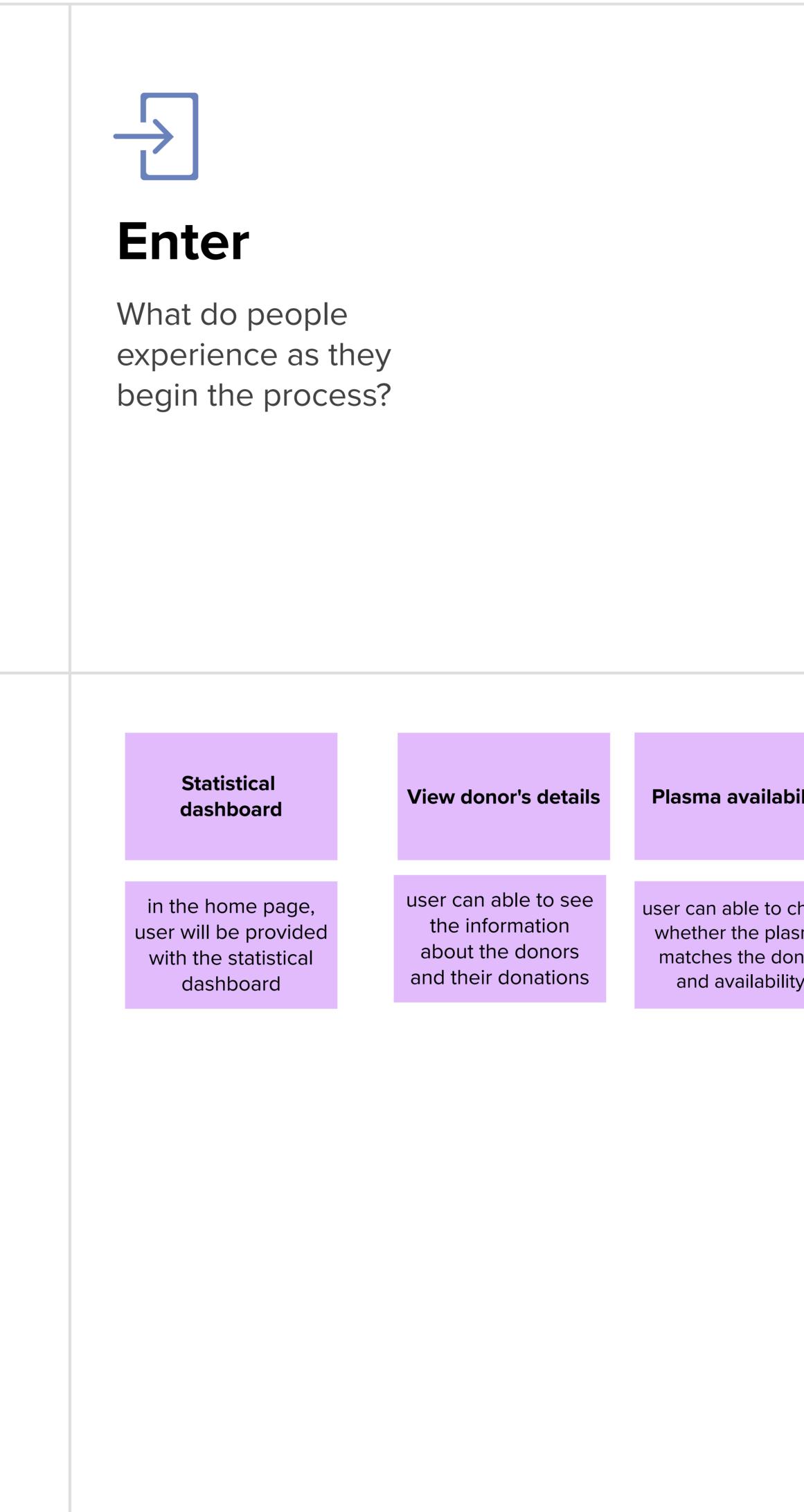


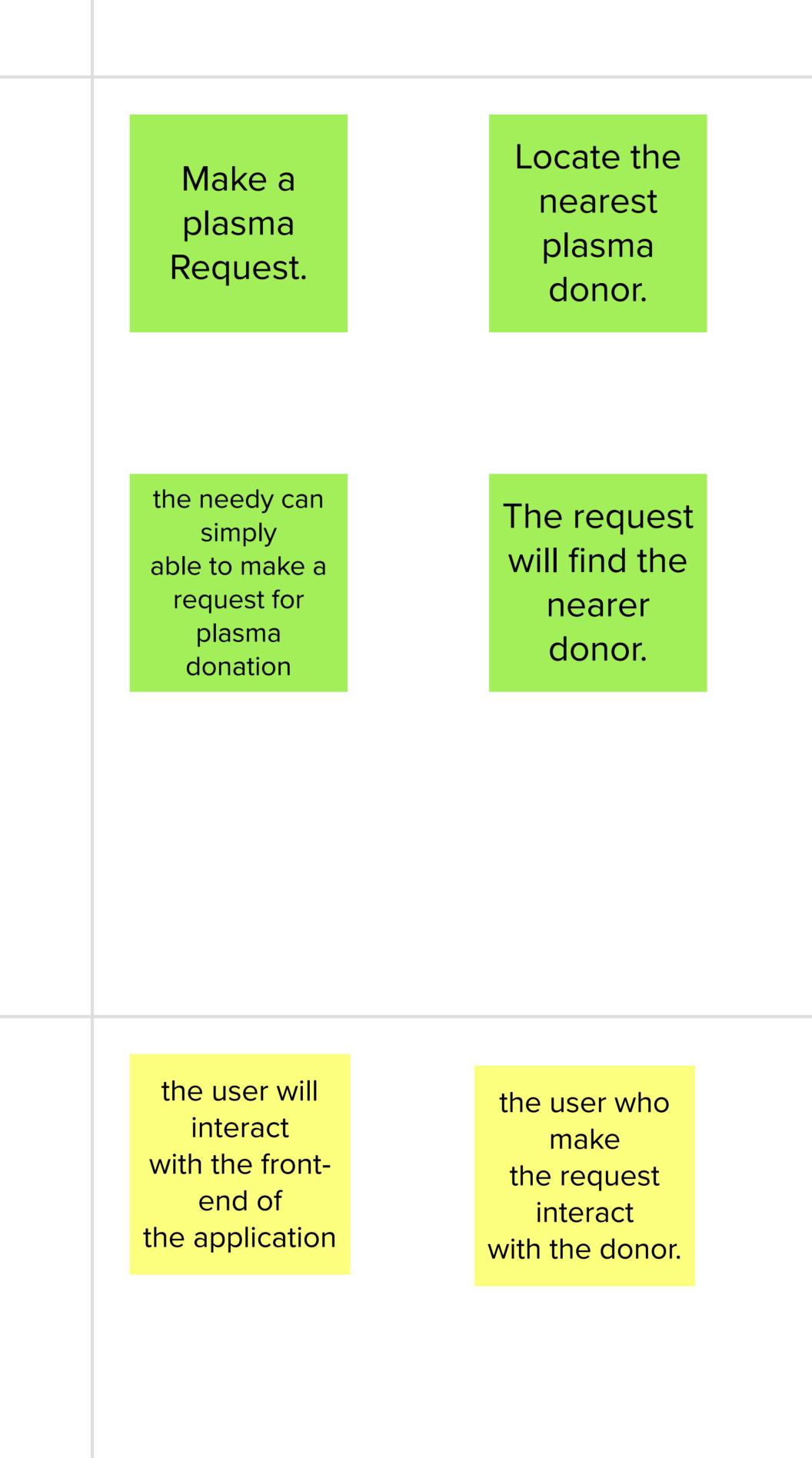
Document an existing experience

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.







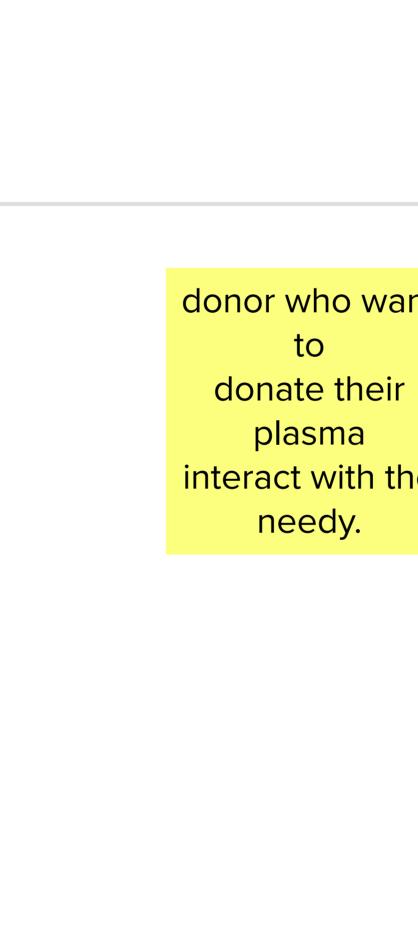


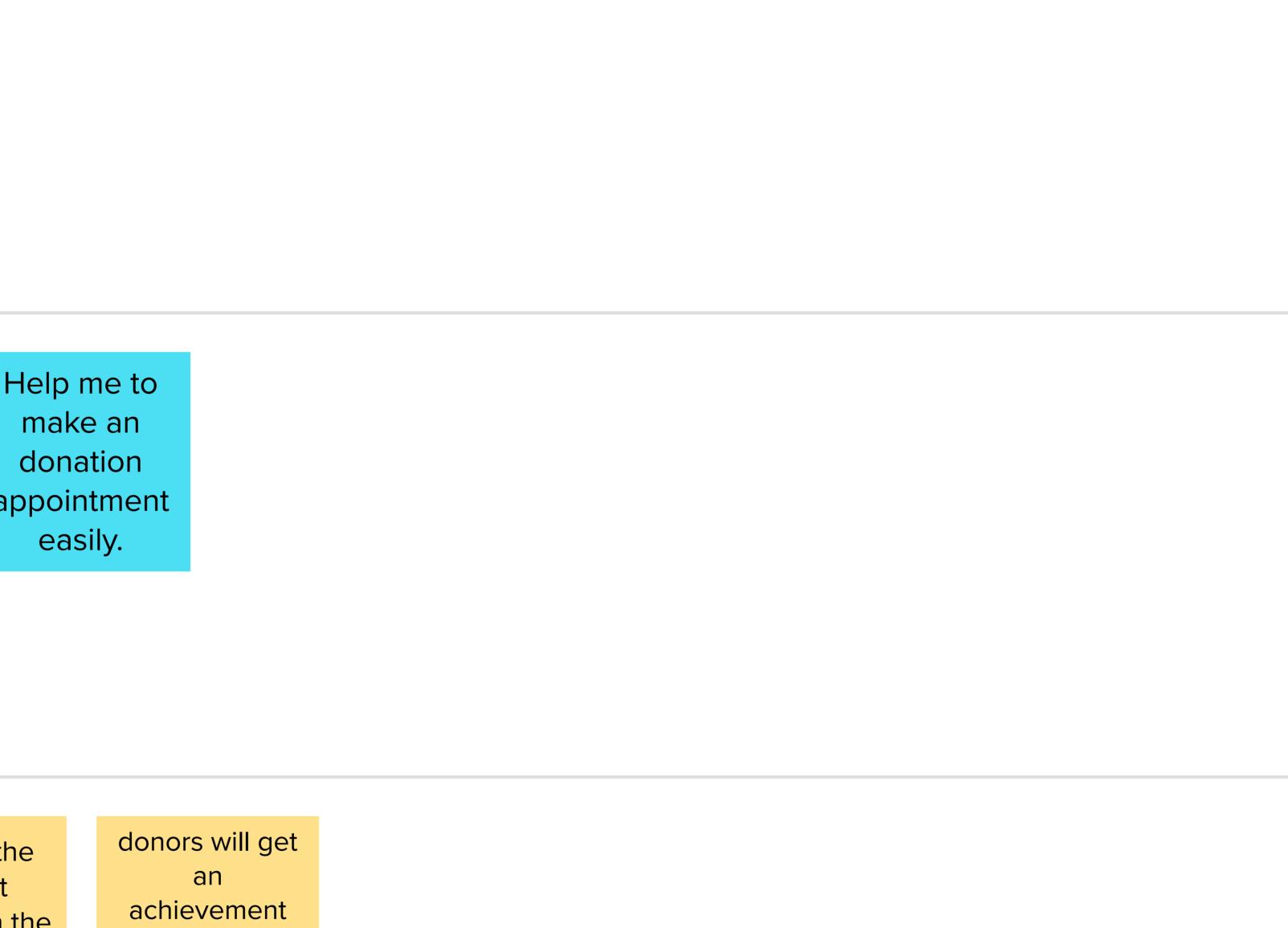
Engage

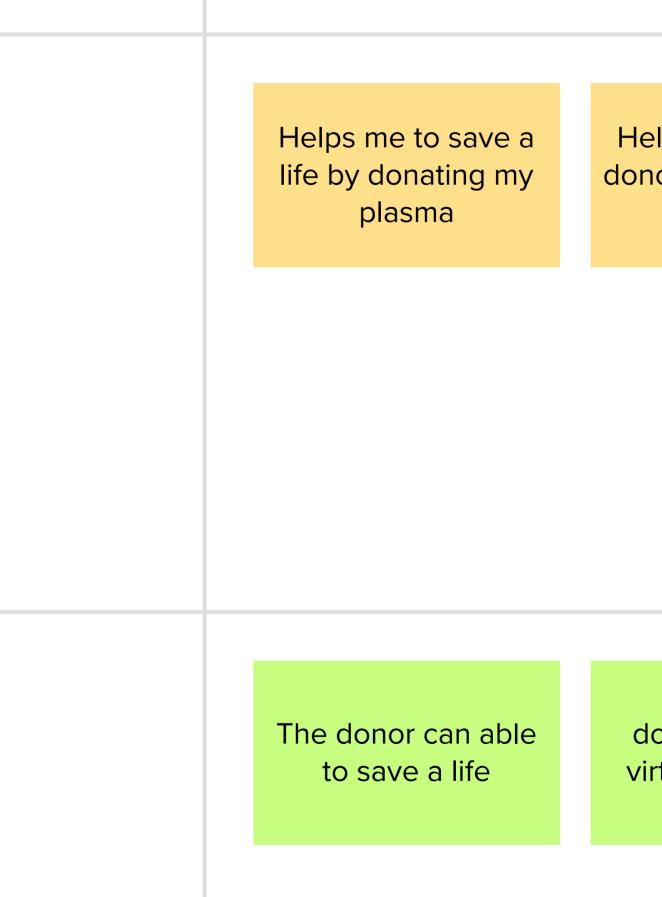
happens?

In the core moments

in the process, what







Exit

What do people

typically experience

as the process finishes?



Extend

What happens after the

experience is over?

the user able to

