

Customer journey

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.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps	What does the person (or group) typically experience?				
Interactions	What interactions do they have at each step along the way?				
Goals & motivations	At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")				
Positive moments	What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?				
Negative moments	What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?				
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?				

Always write a description of the scenario or process you are mapping. This is the starting point of the experience and helps you define the scope of the map.

Step 1: Define the scenario or process you are mapping.

Step 2: Define the steps of the process.

Step 3: Define the goals and motivations.

Step 4: Define the positive moments.

Step 5: Define the negative moments.

Step 6: Define the areas of opportunity.

