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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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Product School

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Document an existing experience						
Remember your focus is to identify obstacles or points 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.						
Overview	Entice	Enter	Engage	Exit	Extend	
Document, identify, and define a real-life story	Identify elements that draw attention to the product or service	Identify elements that get someone to try the product or service	Identify elements that get someone to use the product or service	Identify elements that get someone to stop using the product or service	Identify elements that get someone to use the product or service again	
Steps What is the process (or goal)? Specify important steps	What is the goal? What is the benefit? What is the value? What is the outcome? What is the result? What is the end state? What is the final step?	What is the goal? What is the benefit? What is the value? What is the outcome? What is the result? What is the end state? What is the final step?	What is the goal? What is the benefit? What is the value? What is the outcome? What is the result? What is the end state? What is the final step?	What is the goal? What is the benefit? What is the value? What is the outcome? What is the result? What is the end state? What is the final step?	What is the goal? What is the benefit? What is the value? What is the outcome? What is the result? What is the end state? What is the final step?	What is the goal? What is the benefit? What is the value? What is the outcome? What is the result? What is the end state? What is the final step?
Interactions What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?	What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?	What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?	What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?	What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?	What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?	What interactions do they have with the product or service? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital tool, device or physical objects would they use?
Goals & motivations What goals does a person have when using the product or service? (What do they want to achieve?)	What goals does a person have when using the product or service? (What do they want to achieve?)	What goals does a person have when using the product or service? (What do they want to achieve?)	What goals does a person have when using the product or service? (What do they want to achieve?)	What goals does a person have when using the product or service? (What do they want to achieve?)	What goals does a person have when using the product or service? (What do they want to achieve?)	What goals does a person have when using the product or service? (What do they want to achieve?)
Positive moments What does a person enjoy about the product or service? (What do they love?)	What does a person enjoy about the product or service? (What do they love?)	What does a person enjoy about the product or service? (What do they love?)	What does a person enjoy about the product or service? (What do they love?)	What does a person enjoy about the product or service? (What do they love?)	What does a person enjoy about the product or service? (What do they love?)	What does a person enjoy about the product or service? (What do they love?)
Negative moments What does a person dislike about the product or service? (What do they hate?)	What does a person dislike about the product or service? (What do they hate?)	What does a person dislike about the product or service? (What do they hate?)	What does a person dislike about the product or service? (What do they hate?)	What does a person dislike about the product or service? (What do they hate?)	What does a person dislike about the product or service? (What do they hate?)	What does a person dislike about the product or service? (What do they hate?)
Areas of opportunity What areas of the product or service need improvement? (What do they need?)	What areas of the product or service need improvement? (What do they need?)	What areas of the product or service need improvement? (What do they need?)	What areas of the product or service need improvement? (What do they need?)	What areas of the product or service need improvement? (What do they need?)	What areas of the product or service need improvement? (What do they need?)	What areas of the product or service need improvement? (What do they need?)

