


Project Design Phase-II


Customer journey map



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.

Tip As you add steps to the scenario, make each step "What if the user or guest, depending on the scenario you're documenting."

Scenario	Entice	Enter	Engage	Exit	Extend
Steps What does the person (or group) typically experience?	<div>Guests receive a confirmation email</div> <div>The digital receptionist greets the guest</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	<div>Guests receive a confirmation email</div> <div>The digital receptionist greets the guest</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	
Goals & motivations At each step, what is a person's primary goal or motivation? (They're in... or they're avoiding...)	<div>Guests receive a confirmation email</div> <div>The digital receptionist greets the guest</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	
Positive moments What steps does a typical person find enjoyable, satisfying, fun, motivating, delightful, or exciting?	<div>Guests receive a confirmation email</div> <div>The digital receptionist greets the guest</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Guests receive a confirmation email</div> <div>The digital receptionist greets the guest</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Guests receive a confirmation email</div> <div>The digital receptionist greets the guest</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	<div>The guest receives a confirmation email</div> <div>The guest checks in at the front desk</div> <div>The guest receives a room key</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div> <div>The guest receives a welcome drink</div>	



Need some inspiration?

See a finished version of this template to help you work.

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