

Documentanexistingexperience

ss 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.

# 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

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Scenario

Estimation of crop

yield

Steps

What does the person (or group) typically experience?

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 touch points or physical objects would they use?

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?

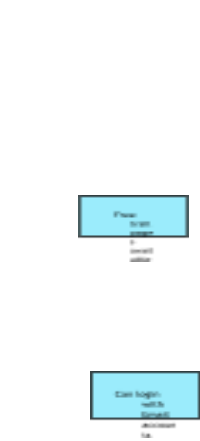
Entice

How does someone initially become aware of this process?



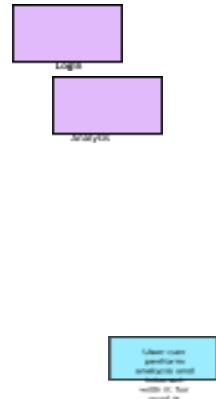
Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?

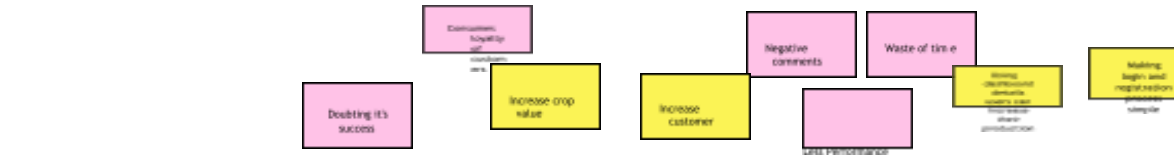
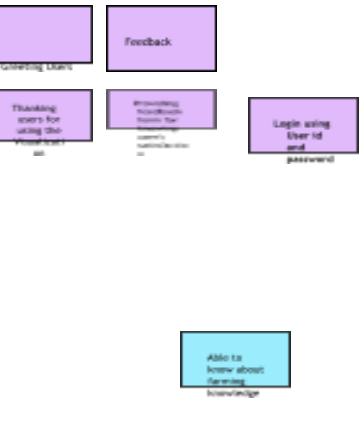


Areas of opportunity

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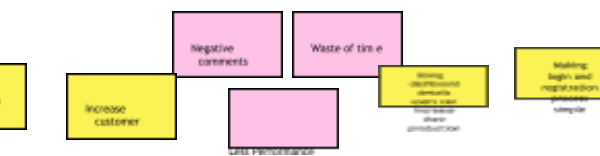
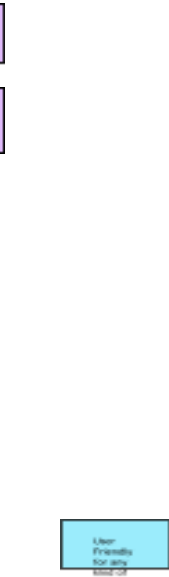
Exit

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?





## Product School

