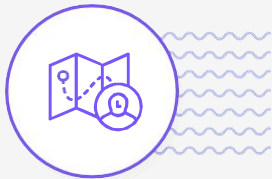# Customer experience journey map

Use this framework to illustrate a significant scenario or process from beginning to end in order to better understand the demands, motivations, and challenges of your customers. Use this map to record and summarise conversations and observations with actual individuals whenever you can, as opposed to depending on your gut or preconceptions.

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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 experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO booking, participating in, and rating a neighbourhood city tour	Entice How does one first become familiar with this process?	Enter What feelings do people have as the procedure starts?	Engage What takes place at the crucial stages of the process?	Exit What normally happens to people when the procedure is over?	Extend What happens after the experience is over?
Steps How does one first learn about this procedure?	Customers can predict the prices of crude oil / Crude oil price history can be verified by customers using our app / Comparison of the old and predicted prices is available to the customer Oil prices can be viewed in real-time, includ ing live charts, by the customer / A customer predicts when to buy and sell crude oil at the right price / It is possible for a customer to differentiate crude oil curves	Register or Login / An application tour is visible to our customers An examination of the application's various features can be carried out by the customer / We ask our customers to create a new account or log in if they already have one	Search date facility / Select date facility / Description In order to see the price, the customer searches for the date for which they want to see it / To analyze prize details, the customer selects a date / It is possible for the customer to view the price reasons	Logout When the customer finishes providing feedback, he or she logs out of the app	News notification The customer could receive daily information about crude oil automatically
Interactions What encounters do they have along the route at each stop? Who do they interact with or see? • Where are the places? • What tangible items or digital touchpoints would they use?	Dates of future Prices / History of prices / News	Sign-Up Section / Application dashboard	Price detail section / Price history section	Log out section / Feedback section	Mail / SMS
Goals & motivations What is the person's main objective or driving force at each stage? ("Help me," "Avoid me," or "Help me")	Makes it possible for customers to predict the future price of crude oil / The customer can determine when to sell or buy crude oil	The customer can determine when to sell or buy crude oil / The customer can determine when to sell or buy crude oil	To select the date / To know the prices	Application improvements are made possible by feedback / Satisfaction of customer	Speed up the login process for applications / Improve convenience
Positive moments What actions are typically joyful, fruitful, entertaining, inspiring, lovely, or exciting?	Gain from crude oil forecasting	With an account, you will be able to access all features of the application	Ability to find out about the delay of selected flights	An application's performance can be improved with feedback	Enhances customer convenience
Negative moments What actions would a typical person find difficult, annoying, upsetting, expensive, or time-consuming?	Stress and despair can be brought on by price increases.	Entering credentials always takes more time	Manually selecting the desired date is an additional burden for the user		
Areas of opportunity How can we improve each step? What concepts exist? What advice have others offered?	Based on their account information, customers can access information on crude oil prices.	Provide the option to sign up with a Google or other social media account	Improve crude oil prediction accuracy	It takes less time to rate instead of consume	It is possible to alert the user via e-mail or SMS