

# 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  Product School

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## Document an existing experience

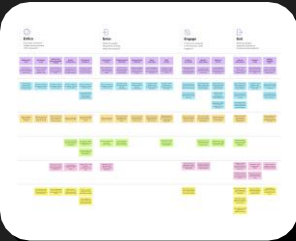
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

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



<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div><div>Steps</div><div>What does the person (or group) typically experience?</div></div></div>	<div><div><div>Browsing for websites that facilitate communication for specially abled</div><div>Information through Friends and family</div><div>looking forward to test the website after knowing about its features</div><div>Learn more about what it offers</div></div></div>	<div><div><div>Enthusiasm and Eagerness</div><div>Eager to see if the Website will reach their expectations</div></div></div>	<div><div><div>Workflow of website</div><div>Find errors</div><div>Users understand the website and attach with the user interface</div><div>Try to understand the source of the problem</div></div></div>	<div><div><div>Analysis and report</div><div>User feedback about website</div><div>Users understood how well the search and test coverage happened</div><div>Users grade their usability process</div></div></div>	<div><div><div>Advertise the website</div><div>Users asked to use website more often if they liked it</div></div></div>
<div><div></div><div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div></div></div></div>	<div><div><div>Interact with fellow users and Website supervisors</div><div>Interaction with the digital computer and headphones</div><div>Interaction with allocated mentors</div></div></div>	<div><div><div>Interaction with help support to get accustomed with website</div></div></div>	<div><div><div>Communication made easy with regular and specially abled</div><div>Communication with other peers</div></div></div>	<div><div><div>Interact with mentor and peers about the experience</div></div></div>	<div><div><div>Interact with website usability evaluators and provide feedback</div></div></div>
<div><div></div><div><div>Goals &amp; motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div></div>	<div><div><div>make most use of this new technology</div><div>get accustomed to website to use it more often</div></div></div>	<div><div><div>Find a way for easy communication with other users</div></div></div>	<div><div><div>Try to find solutions for website errors</div><div>Relate more with what website has to offer . Understand how it works</div></div></div>	<div><div><div>Urge to learn more about such technologies</div></div></div>	<div><div><div>Research about the process and its working</div></div></div>
<div><div></div><div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div></div>	<div><div><div>Obtaining perfectly successful output</div><div>Excited to share moments with people of same disability</div></div></div>	<div><div><div>Sense of Anxiousness coupled with joy to test out the website</div></div></div>	<div><div><div>Feeling of happiness that their disabilities no longer exist</div></div></div>	<div><div><div>Contentment of knowing their issues have been addressed</div><div>Excited to try out the advanced features of app</div></div></div>	<div><div><div>Proud about the website's use and share valuable feedback to others</div></div></div>
<div><div></div><div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div></div>	<div><div><div>Confused about the whole implementation of the process</div></div></div>	<div><div><div>Feeling of anxiety to understand all rules and regulations of process</div></div></div>	<div><div><div>Frustration of the time duration to process respective outputs</div><div>Irritation due to website error and bugs</div></div></div>	<div><div><div>Feeling of dissatisfaction if process unsuccessful</div><div>Feeling of anger due to a lot of time consumed</div></div></div>	<div><div><div>Provide negative feedback due to the bad experience</div></div></div>
<div><div></div><div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div></div>	<div><div><div>Variety of suggestions from other peers</div><div>Prepare users in advance</div></div></div>	<div><div><div>Preconceived notions about working of similar websites</div></div></div>	<div><div><div>Suggesting ideas to make room for improvement</div></div></div>	<div><div><div>Give effective feedback and also constructive criticism</div></div></div>	<div><div><div>Promotion of the website among peers to help it groww</div></div></div>



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