

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.





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.

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

SCENARIO	Zi3				
Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Features of product sales Range of a product trend Gain profit on that trend Make product unique from other	give product in a offer price [caption describing what someone typically experiences during this step]	To notify the product where it is coming to customer		
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?	Market Price value	people requires product frequently	Daily task should be done based on sales		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Make more Profit More Efficiency and Less Cost	Develop the price range	Develop the customer interest		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer Satisfication	Reach the product to the customer	Improve good market sales		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Product will be damanged or other product	lot of imported product are loss	Customer delivery problem		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	need to reach all products requires all products	Set a product review from the customer	Step to Improve		