



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.

Scenario
Browsing, booking,
attending, and eating a
local city tour

Enter	Engage	Exit	Extend	As you add steps to the process, you'll want to think about how you are documenting it.	
				What are the steps in the process, what happens?	What are the steps in the process, what happens?
Entice What are the steps in the process?	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?
Steps What does the person (or group) typically experience?	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What objects, tools, or physical things would they use?	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?
Goals & motivations What are the goals and motivations of the person (or group) at each step? (Help me... or help me avoid...)	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?
Positive moments What are the positive moments of the person (or group) at each step? (Help me... or help me avoid...)	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?
Negative moments What are the negative moments of the person (or group) at each step? (Help me... or help me avoid...)	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?
Areas of opportunity How might we make each step better? (Help me... or help me avoid...)	Engage What are the steps in the process, what happens?	Exit What are the steps in the process, what happens?	Extend What are the steps in the process, what happens?	Enter What are the steps in the process, what happens?	Engage What are the steps in the process, what happens?

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