

## 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

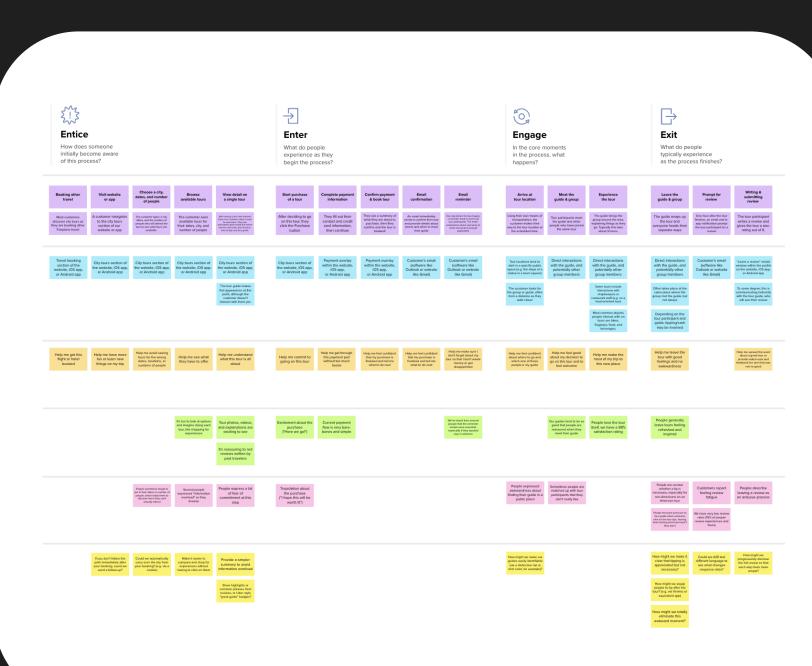
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

## 10T based safety gadget for child safety and notification



As you add steps to the experience, move each these "Five Es" the left or right

TEAMID: PNT2022TMID38891



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example 

Open example



