



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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Need some inspiration?
See a finished version of this template to kickstart your work.
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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>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div>Stock Maintenance</div> <div>Stock Availability</div> <div>Fulfill requirements</div>	<div>Better User Interface</div> <div>Mail Notification Upon minimum stock</div> <div>Less Storage</div>	<div>Limit Unnecessary stock</div> <div>Identification of most needed stocks</div> <div>No shortage of stocks</div>	<div>Efficient Stock Management</div> <div>High Inventory Accuracy</div> <div>Instant Invoice generation</div>	<div>Instant Sales Report Generation</div> <div>Less return of items</div>
<div>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 digital touchpoints or physical objects would they use?</div>	<div>Users register on their own</div> <div>Only Authorized users can visit the dashboard</div>	<div>Creation of account for authentication</div> <div>Interactive dashboard</div> <div>Each information updated in real time</div>	<div>Adding/Removing stock details</div> <div>Information about stocks is maintained and stored</div>	<div>Search options for stocks</div> <div>Notification facility</div>	<div>Sales report generation</div> <div>Display dashboard about total sales of the day</div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Database maintenance</div> <div>Ensuring facilities to maintain stock</div>	<div>Having sufficient stock</div> <div>Having sufficient storage space</div>	<div>Stock Tracking</div> <div>Greater insights</div>	<div>Automated instock information</div> <div>Increased information transparency</div>	<div>Increased Profit</div> <div>Reduce time</div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Mail Notification when minimal stock is predicted</div> <div>Instant sales report generation</div>	<div>Cost saving</div> <div>High profit</div>	<div>Avoiding out of stock/Less stock problem</div> <div>Adding stocks made easier</div>	<div>Greater insights</div> <div>Automated Process</div>	<div>Inventory visibility</div> <div>Schedule Maintenance</div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Few strategies will be complex</div> <div>Production problems</div>	<div>System Crash</div> <div>Changing demand</div>	<div>Poor Production Planning</div> <div>Inconsistent planning</div>	<div>Warehouse Stock management</div> <div>Supply chain problems</div>	<div>Order Management Problems</div> <div>Tracking Problems</div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Retrieval of stock location</div> <div>Identifying least valuable stock</div>	<div>Graph reports</div> <div>Stock Prediction</div>	<div>Demand analysis</div> <div>Tracking of goods</div>	<div>Good performance</div> <div>Increased investment and return</div>	<div>Stock analysis</div> <div>Reduce human error</div>

