

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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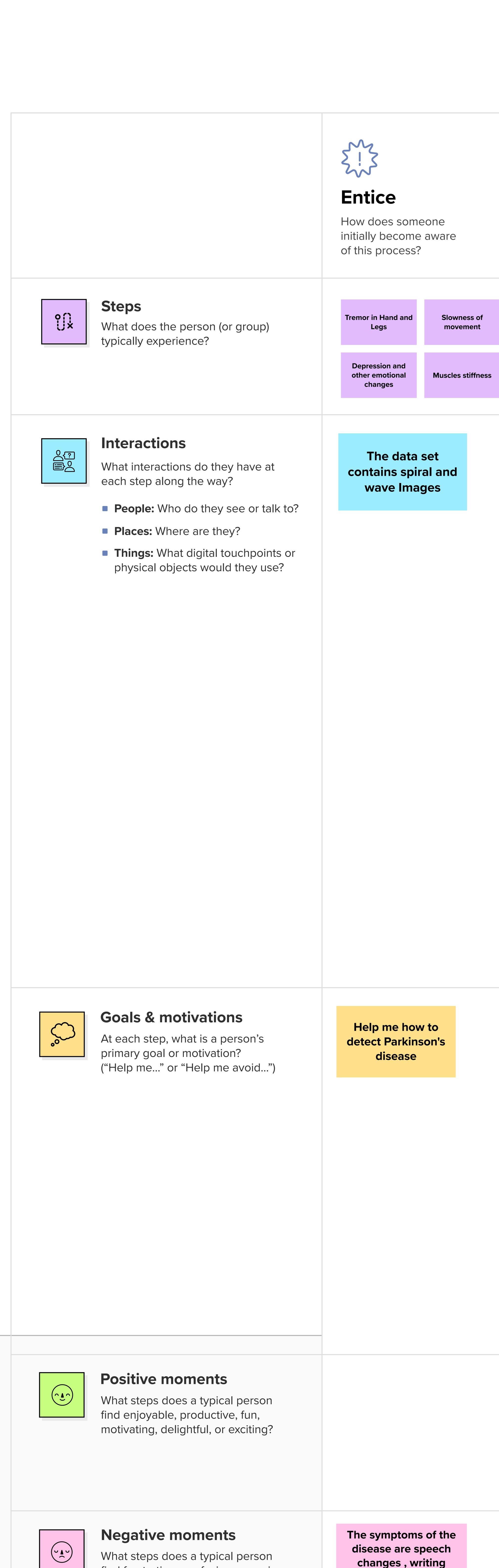


Document an existing experience

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.

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

Browsing, booking, attending, and rating a local city tour



changes, loss of

costly, or time-consuming?



Enter

What do people

experience as they

begin the process?

The wavy and spiral images are uploaded in the app

Disease is predicted

Those images are

Patient"s Hand

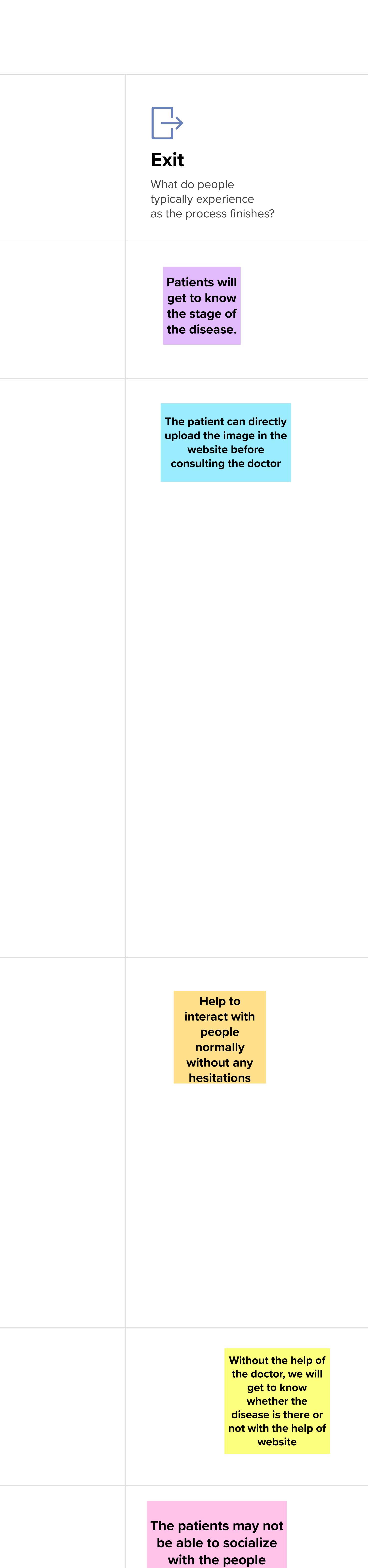
Drawings

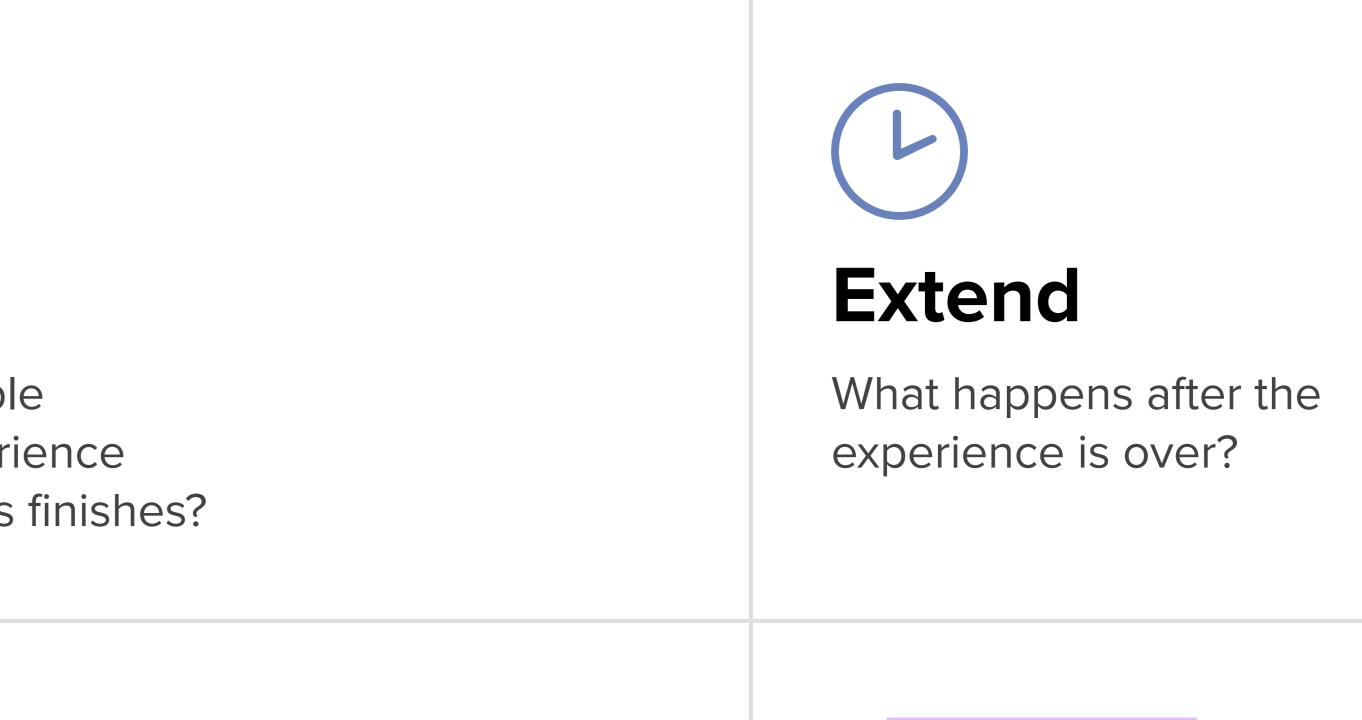
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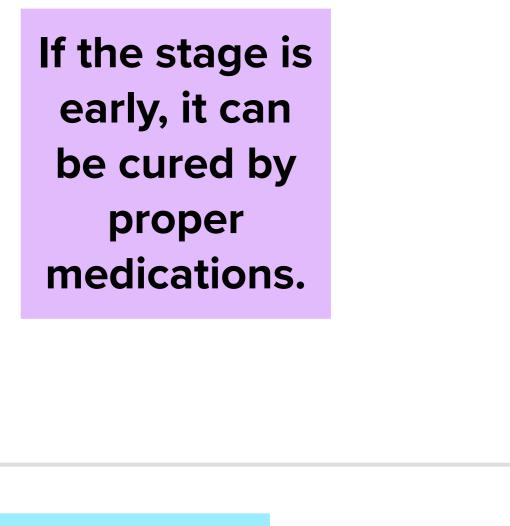
present and

tguide me what

to do next







Help me to

see ways to

cure my

If it is too

