

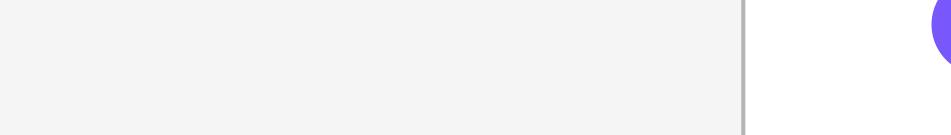
Customer experience Journey map

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

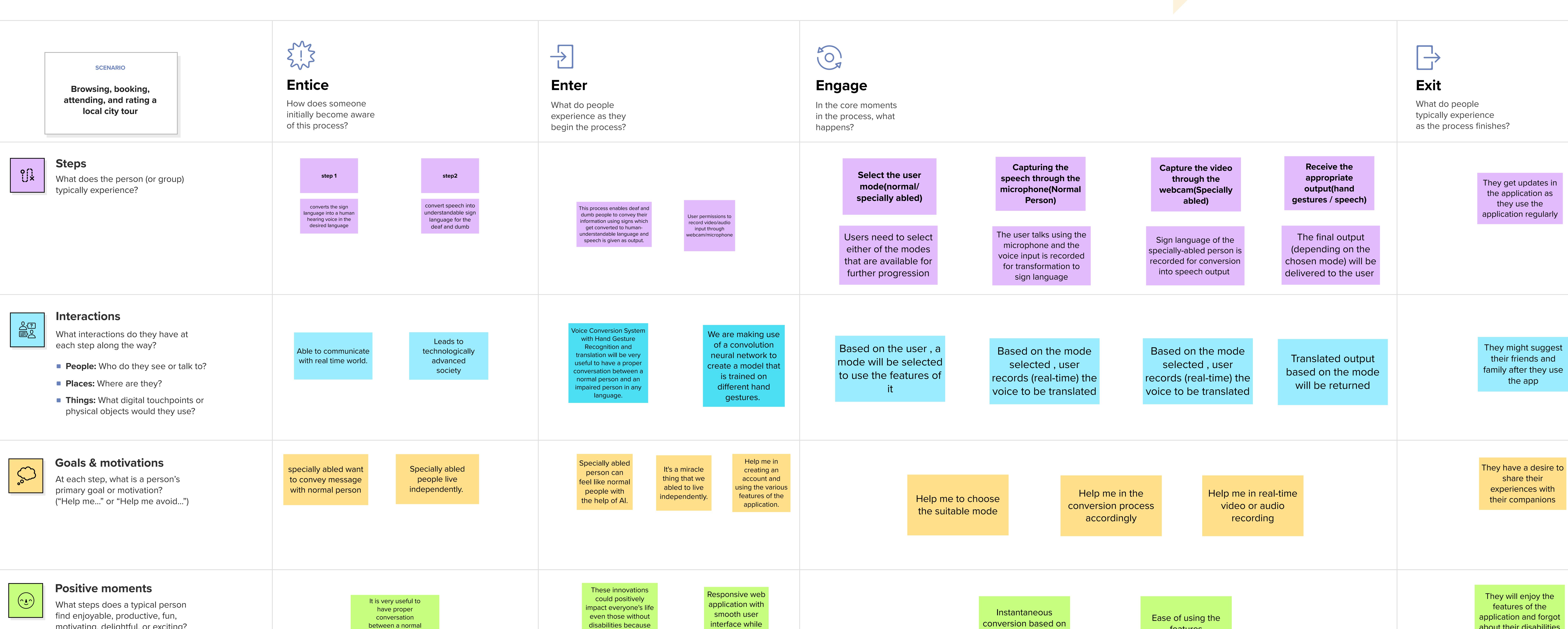
Share template feedback



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.

experience, move each these "Five Es" the left or right



Negative moments What steps does a typical person

find frustrating, confusing, angering,

What have others suggested?

message to normal people

with people

their message to

Servers might take

too long to process

the requests

required input files get delayed while uploading due to network issues

Lack of webcamera or will delay the process or return wrong input

the app

share their

applications and let this

app consume them

Extend

What happens after the

They also get knowledge about the steps to do when a new version of the application is released

Users have the privilege to specify additional gestures for recognition.

Help me achieve personalization.

experience is over?

