

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





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.

Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Browse knowledge base for issues Assign Responsibility Set resolving for a specific problem Avoid duplicate replies	Reading the guidelines Raising an issue Bringing an unsolvable problem Comparing the prices	Waiting for the response Waiting for the specific agent to respond A good relationship with the customer Lead to happy customer	Closing the ticket Finalize the closing ticket Enter the discount code Entering the payment method	Collecting the feedback Using expert ideas Rating the experiences
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Awareness of the product Dashboard of the application To improve brand loyalty	Source application Needs internet Customer and administrator	Customer and agent Customer care	Direct interaction with the guides, and potentially other members of the team Customer administration and agent Online help forums	Interactive voice response systems Queries are taken through call centres
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Problems to be solved 24/7 support	Fast resolving and time management Enhance productivity	Solving issues on time Increase online sales	Average handle time Managed time for accurate response	Increase the rate of revenue Boost sales
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at quick response Customer loyalty	Courtesy to give feedback Momentary response to customers	Most experienced agents Provide fast customer support	Managing the utilization of customer line Public image	Offer a bulletproof guarantee Provide a trial period
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Handling angry customers Delayed response	Not responding Delayed response	Overuse of automation Timeout tickets causing to ticket closure	Making fake customer tickets Lack of empathy and rude behaviour	Unable to communicate in regional language
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Administrative routing Quality management	Customer lifetime value Automated navigation mapping	Time consuming ticket evaluation Speed responding	Automated ticket System failure leading to data loss	