

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.

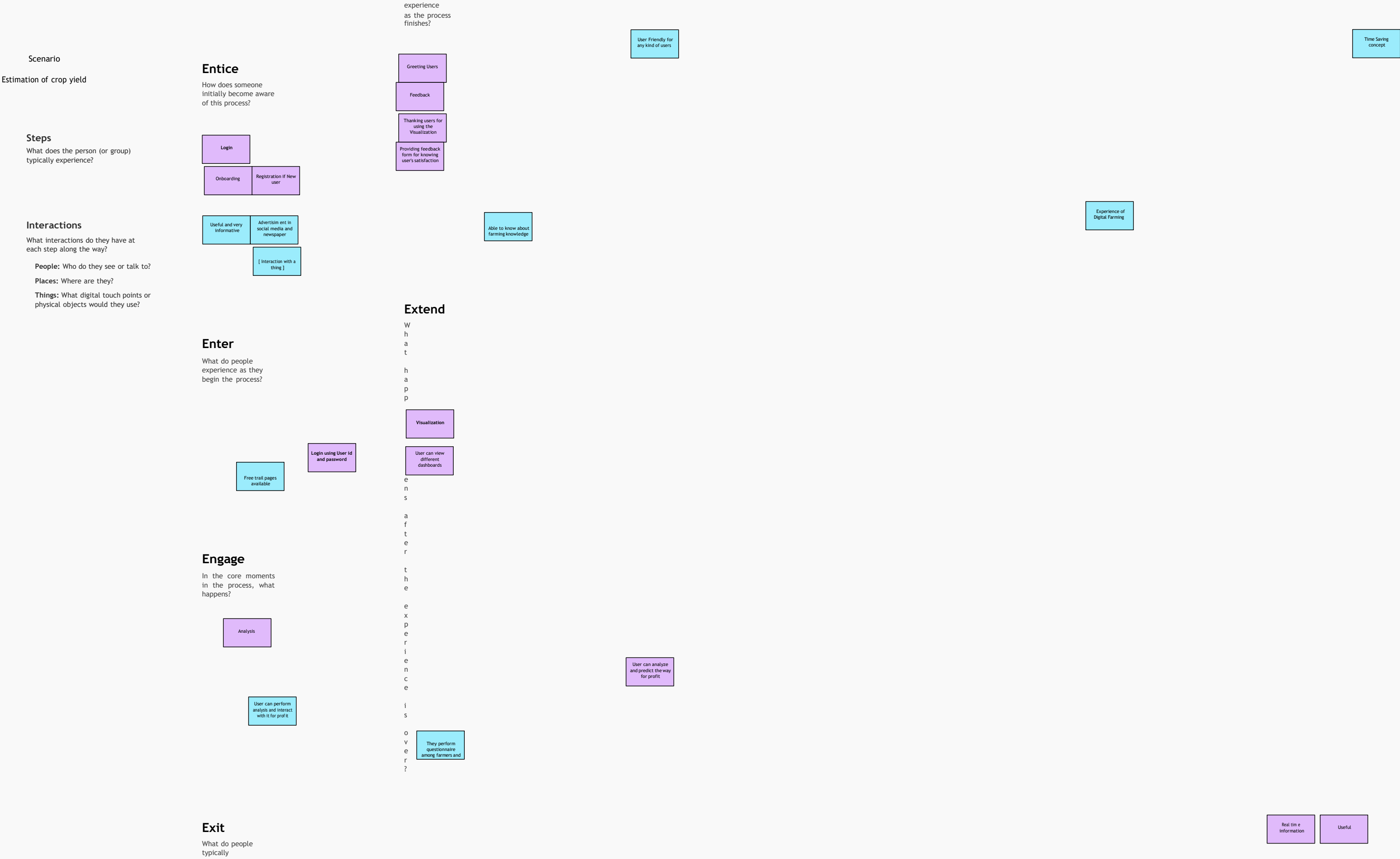
TIP

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

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



Share template feedback

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me for prediction

Help me for Analyzing

Help me for better customer experience

Help me for User friendly

Help me track profit

Help me for creating free trail page for users

Help me avoid less free trails

Help me with experts thought sharing

Help me for creating login credentials

Help me for high productivity

Help me to avoid user inconvenience

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It is user friendly everyone can use it

Update in farming

Knows knowledge about exact quantity and usage

It is interactive for usage

It is very useful and informative

It provides crop protection details

It is an update in farming

Predicts proper irrigation

Ease of usage

Prediction helps in increase of profit

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

User has Fear of loss thought because it is new

No difference between new and old system

Not possible

Thought of it will price high and exceed budget

Doubting it's success

Consumes loyalty of customers

Negative comments

Waste of time

Less Performance

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Increase crop value

Increase customer

Using dashboard details users can increase their production

Making login and registration process simple

Increasing security

Updating Features and policies

Updating database

User interface can be improvised

Improve crop production

Improve Quality of Crop

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