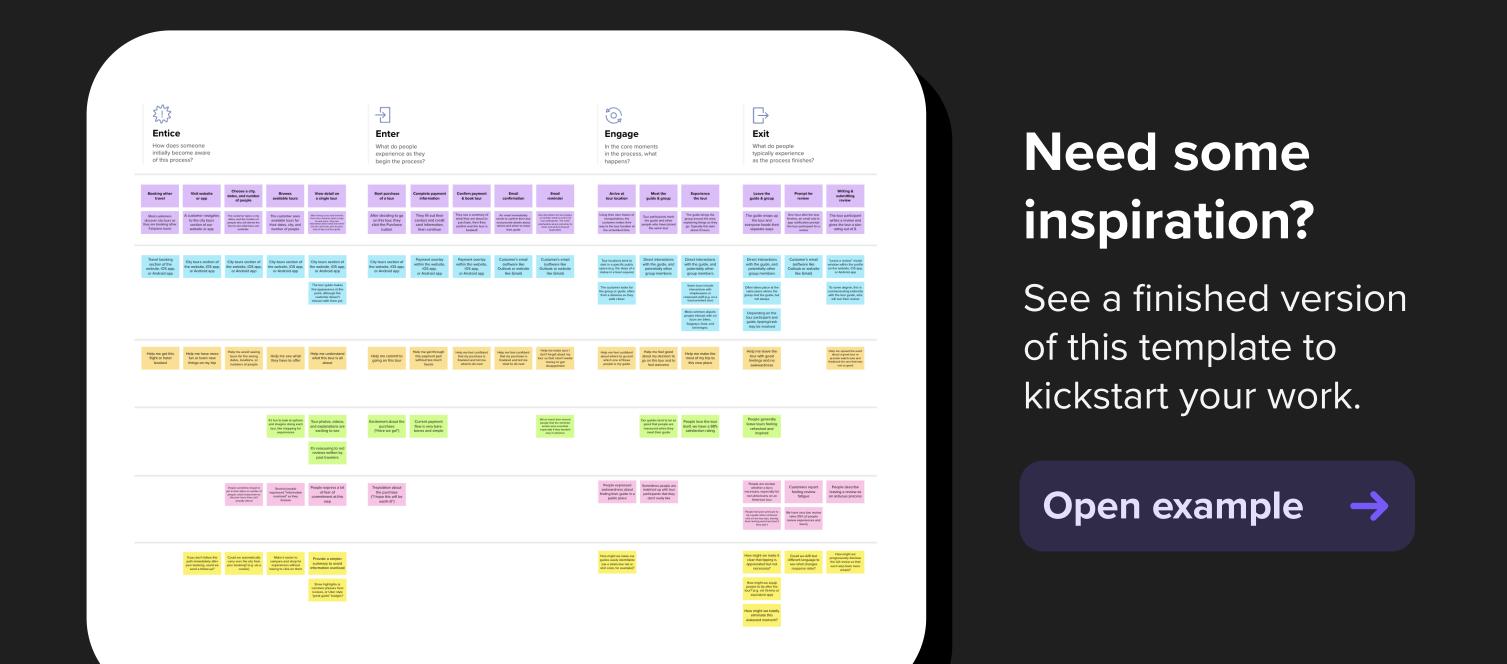
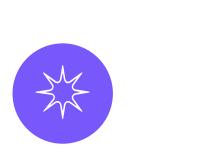


experience journey map

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.

Product School

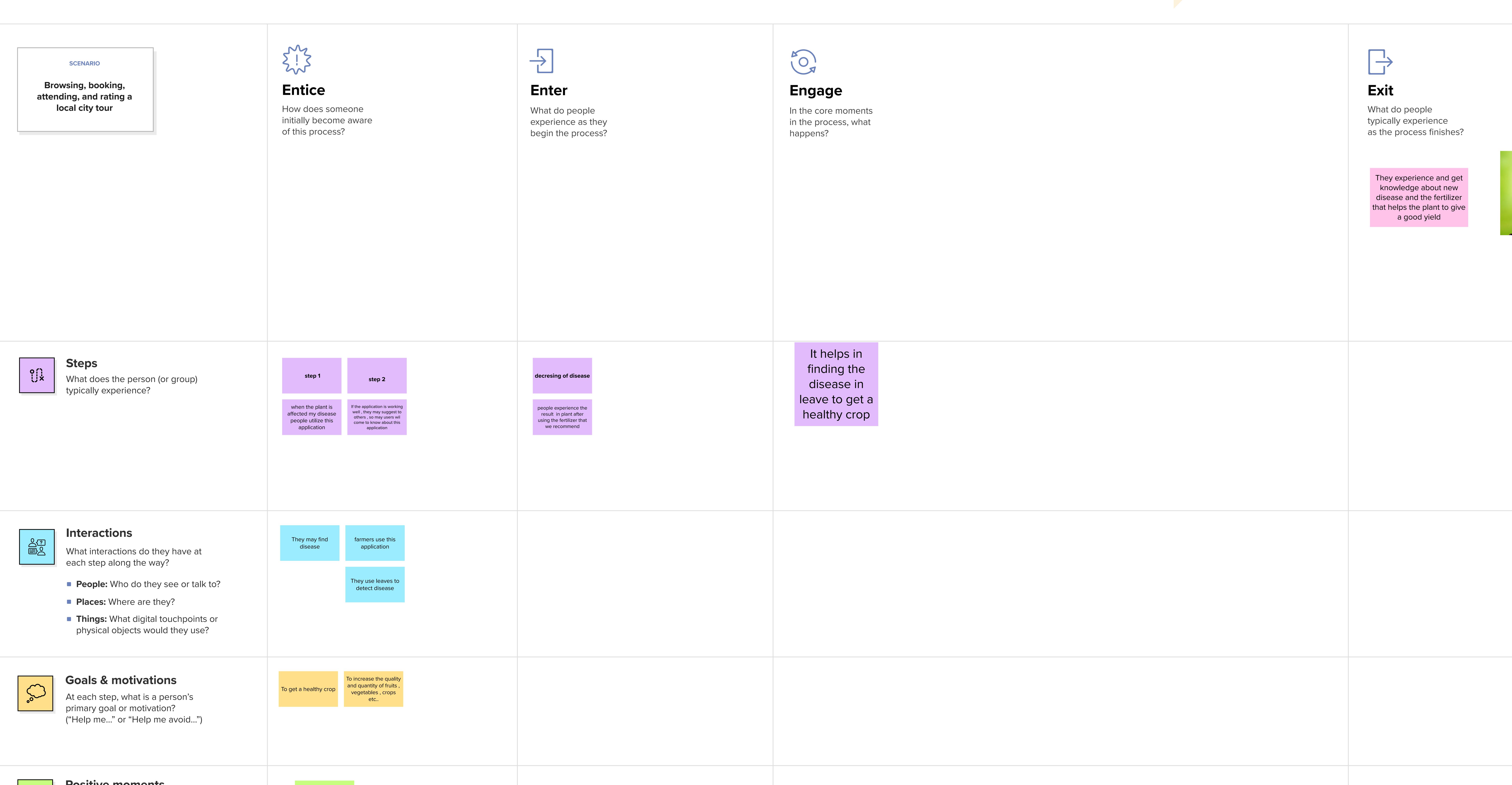


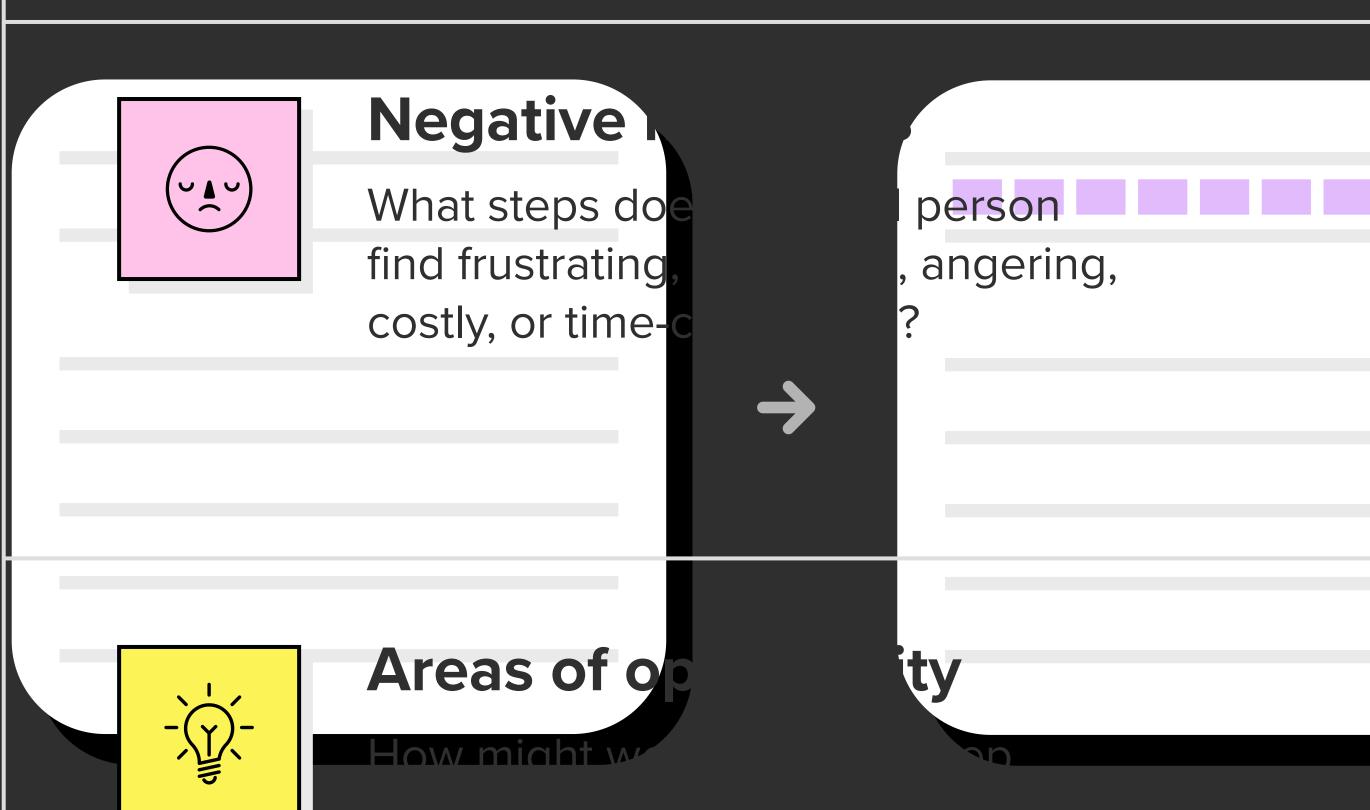


Document an existing experience

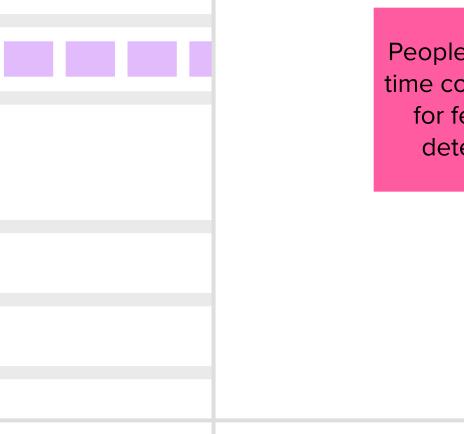
Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

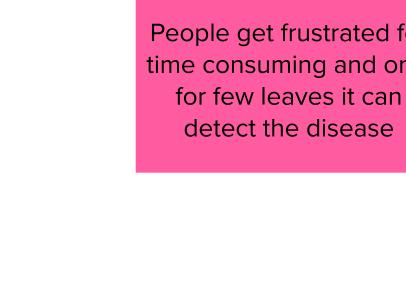


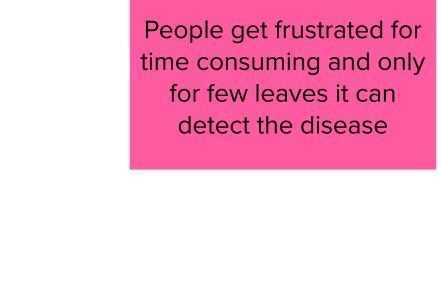


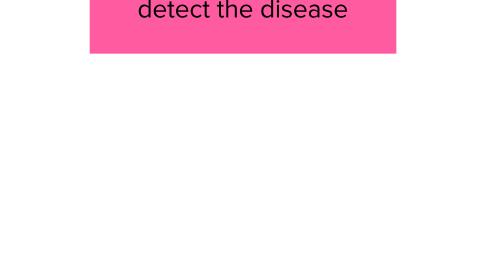


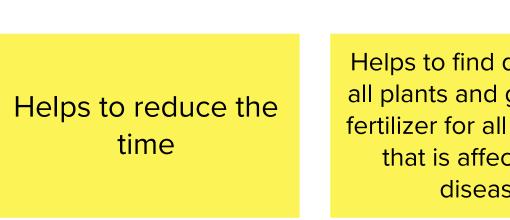
motivating, delightful, or exciting?

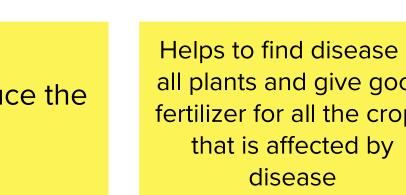




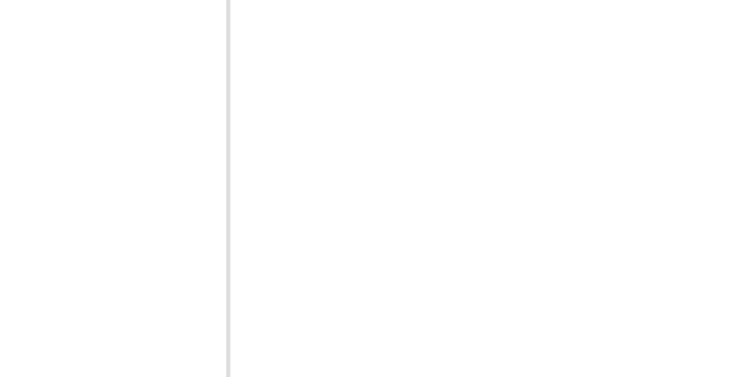


















Extend

What happens after the

experience is over?

After experience they get a healthy fruits, vegetables from the plant