

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

Farming was done by IOT smart technology. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.





