

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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Project title-Smart
Lender-Applicant
Credibility Prediction
for Loan approval

Project Design Phase
II-Customer Journey
map







