

Customer experience journey map

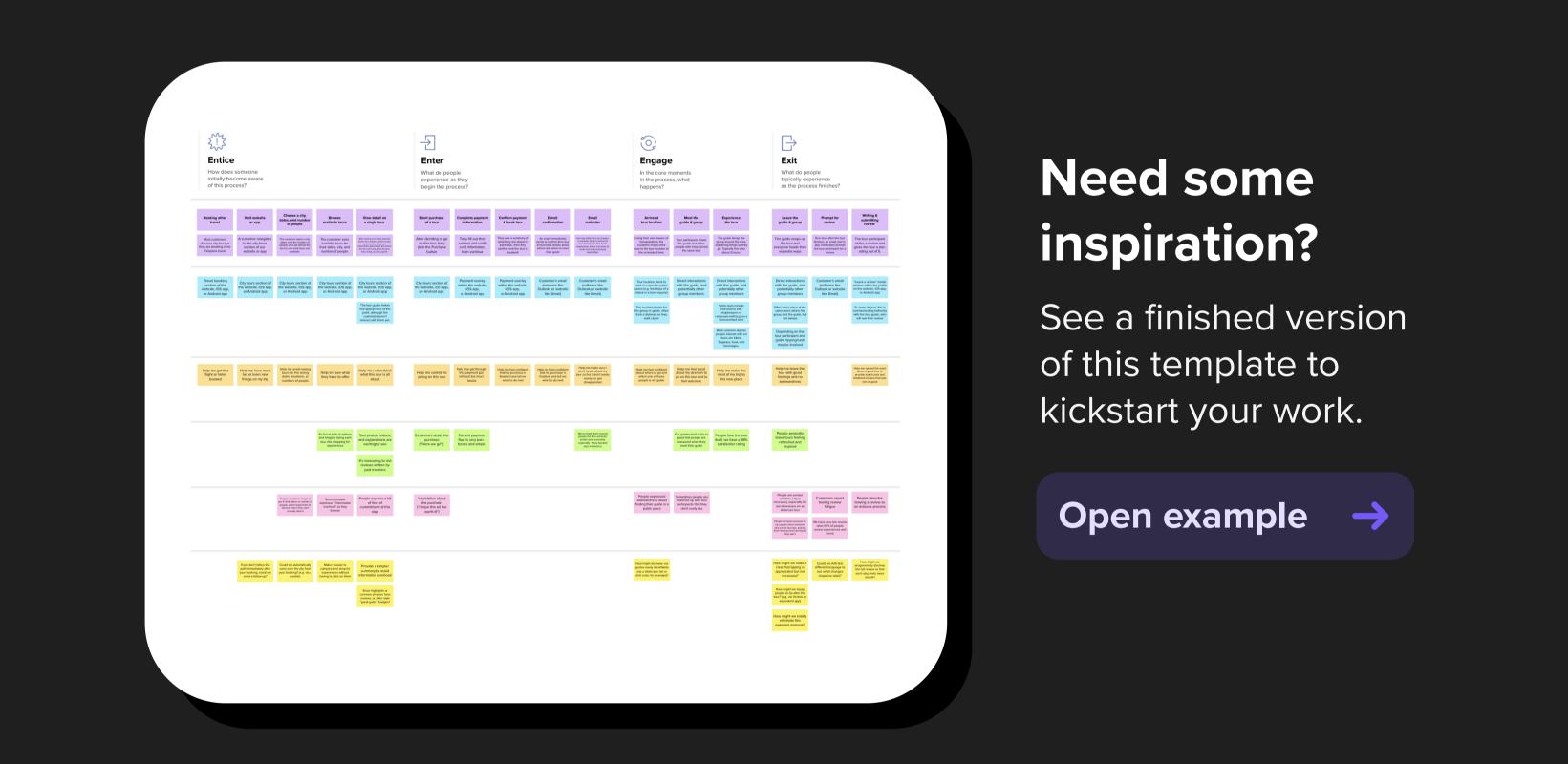
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

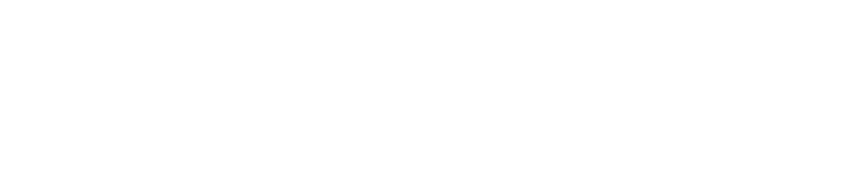
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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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.

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

SCENARIO 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?	Hearing about app from friends Seeing their friends use and beneft from the app, customers get to know about the app The customer then sees all available plans according to their needs After viewing different plans offered by the app, a customer clicks on view more of an interested plan to know more about the plan	Start purchase of a plan Complete payment information plan Confirm payment & plan Email confirmation Email alerts Email confirmation Email alerts They fill out their contact and credit card information, then continue They see a summary of what they are about to purchase, then they confirm and the plan is added to dashboard A confirmation email is sent to the customer confirming the fact that they have chosen the plan is added to dashboard A confirmation email is sent to the customer confirming the fact that they have chosen the plan is added to dashboard A confirmation email is sent to the customer confirming the fact that they have chosen the plan is added to dashboard They fill out their contact and credit card information, then continue	Graphical Visuals While using the app customers can see how much they have spent on categories which gives them an overall understanding of where they are spending and how much they are spending While using a plan a customer can add a goal which they want to achieve and the app will show how far they are from achieving their goal The app will at times suggest the user of how they can change their their spending habits to reach their goals	Once the plan is over for a google form is sent to the customer where they can share their experience and their positive and negative experiences. Prompt for review The customer shares their experiences and gives a rating for the particular plan.	Plan gets added to user history Once a user has completed a particular plan offered by the app, the plan moves to the user history of the app. Once a plan is over the app recommends new plans based on how the customer used their old plans
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?	Interaction with AI chatbot Chatbot for answering simple queries User History.	Payment overlay within the website Customer's email (software like (software like Outlook or website like Gmail) Customer's email (software like Outlook or website like Gmail)	Visual Interactions of spending expenditure Direct interactions with chatbot for adding goals	Direct interactions with the guide, and potentially other group members "Leave a review" modal iOS app, or Android app	Completed experiences section of the profile on Android app Recommendations span across website iOS app, or Android app Post-purchase screens website, iOS app, or Android app app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me save my money Help me understand why I need this app Help me see what they have to offer Help me analyze where I'm spending money the most	Help me commit to go forward with this plan Help me get through this payment part without too much hassle Help me feel confident that me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my plan so that I constantly see how my spending habits are	Help me understand clearly like Help me feel like I'm progressing towards my goal Suggest spending methods in a way that does not demoralize me	Help me leave the plan with good feelings and no awkwardness Help me spread the word about how this plan made a positive impact on my life	Help me see what I could be doing next to enhance my new plan
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun and engaging to see how this app was able to help people make a difference in	Excitement about the plan ("Here we go!") Current payment several people that the reminder emails bones and simple We've heard from several people that the reminder emails were essential	Giving the user a good feeling When he/she is progressing towards their goal. People love the plan itself, we have a 98% satisfaction rating People love the plan itself itself	People generally complete plans feeling content and satisfied	People like looking back on their past plans
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People don't know which plan will actually suit them and might choose the wrong plans Several people expresse"information overload" as they browse People express a bit of fear of commitment at this step	Trepidation about the plan ("I hope this will be worth it!")	People might get demotivated if they are not progressing towards their goal	Customers report People describe feeling review leaving a review as fatigue an arduous process	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide simple summary of plan to avoid information overload Sending reminders if not yet confrmed with plan		Helping the customer not feel bad if they have progressed towards their goals Recommendations should be done in a polite manner	How might we progressively disclose the full review so that each step feels more simple?	How might we help people the goals they have achieved and progress they have made?