

Customer experience journey map

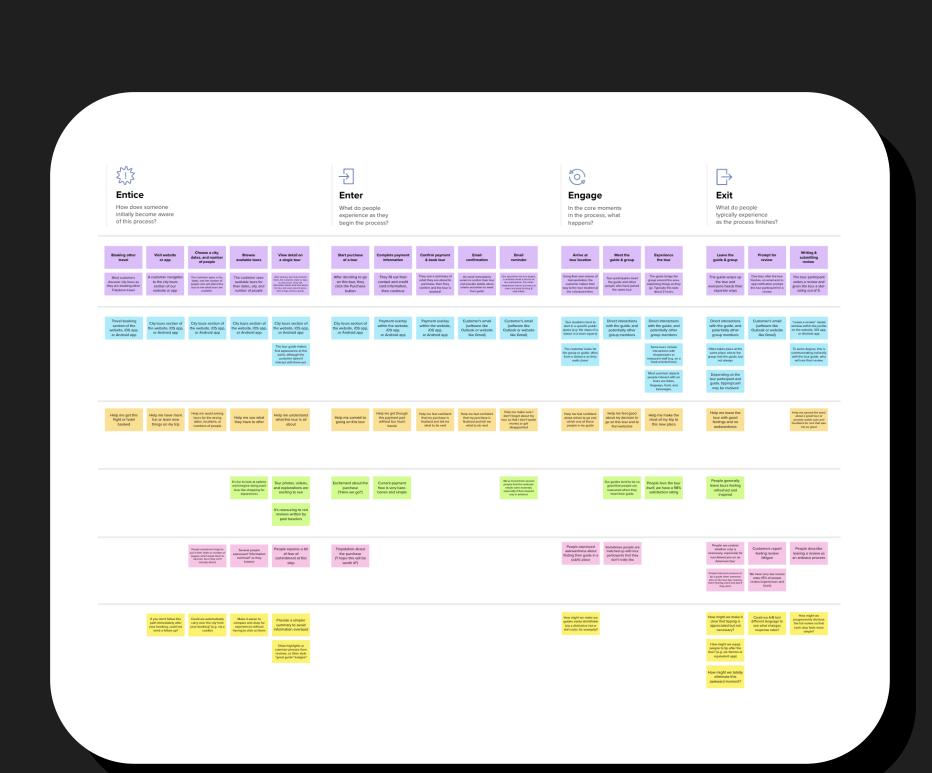
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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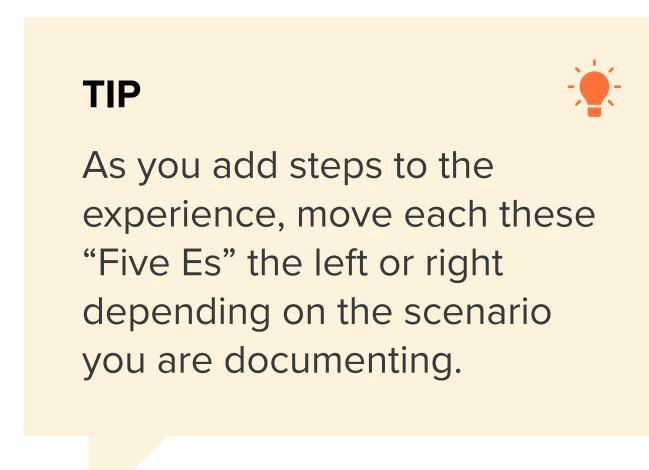
See a finished version of this template to kickstart your work.





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.



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?	User Data Collection Product Recommendation Recommendation of products according to user preferences	Login [Correct credentials] User will be directed to home page User will be asked to re-enter the correct credentials User will be asked to ne-enter the correct credentials User will be asked to ne-enter the correct user identification.			
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?	User will tell about the things they are looking for				
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Accurate Recommendation				
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Getting the correct recommendation for fashion choice				
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		User cannot access the application if access is denied			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Improve user interaction with the application choices for the user				

