



Customer 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

[Share template feedback](#)



Need some inspiration?
See a finished version of this template to kickstart your work.












[Open example](#)



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.

TIP
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? | <div>More incentives attract more customers.</div> <div>Posting advertisements on Marketing platforms</div> <div>To provide gift cards and offers</div> <div>Utilizing Social media groups for marketing</div> | <div>According to the needs, visualize data</div> <div>Implement charts by using and improving data</div> <div>Increasing readability of data for better understanding</div> <div>Cleaning data and uploading to IBM</div> | <div>The user needs a method for monitoring and maintaining overall sales data.</div> <div>Analyse order of priority</div> <div>Monitor and analyse methods</div> | <div>Visualization of final results</div> <div>Method of presenting the data to analysts</div> <div>Sales and profits for the nation and the client</div> | <div>Sales and profits for the nation and the client</div> <div>Sales and profits for the nation and the client</div> <div>Sales and profits for the nation and the client</div> |
|  Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use? | <div>Which item do they prefer the most?</div> <div>Post a notice and a poster outside the store.</div> <div>To help distributors expand their market</div> | <div>Finding other types of charts for analysing profits</div> <div>Examination of sales and profit to done</div> <div>Sales and profit data summarized</div> <div>To study the data set</div> | <div>Determine the market category and other factors with the most sales</div> <div>Project the profit is important for the company after product</div> <div>a breakdown of national sales and profits</div> | <div>Obtaining the data visualization's final result</div> <div>Determine the best revenue to communicate the facts to the analyst</div> <div>Find the country's sales to increase revenue and attract customers</div> | <div>The website sales are classified. Printed sales based on website and printed</div> <div>Assemble client comments to inform future national sales</div> <div>Sales are estimated based on sales in unobserved regions</div> <div>Make offers based on client performance</div> |
|  Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | <div>In order to boost overall sales</div> <div>The sales market is highly competitive. Consider competitors as inspiration</div> | <div>Strengthens data by pre-processing</div> <div>Identify profit from customers</div> <div>Solves visualization problem</div> | <div>Sales and profits are broken down into categories and subcategories.</div> <div>Market analysis is done on sales and profits.</div> <div>By orders, anticipated sales</div> | <div>A way of interacting is fabricated</div> <div>Creation of dashboards are done</div> | <div>Find order information and the date of shipment</div> <div>Aids in obtaining consumer buy volume from various places</div> <div>Aids in understanding client demands</div> |
|  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | <div>To remain competitive on the world market</div> <div>Analyze data</div> | <div>Overview of sales in crystal clear format</div> <div>To give the most stock goods possible</div> | <div>Improve your market standing</div> <div>Confidence from results</div> | <div>simple to visualize information about the data</div> <div>Customer sales spur state expansion.</div> | <div>Number of customers increase</div> |
|  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | <div>Financial loss during the last two quarters</div> <div>Depression and sale-related stress</div> | <div>Financial loss during the last two quarters</div> <div>Depression and sale-related stress</div> | <div>Lots of consumer turnover</div> <div>Understand why loss occurred</div> | <div>Understand why loss occurred</div> | <div>Customer declining the product's requirements</div> |
|  Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | <div>Earn some money</div> <div>Overview of sales in crystal clear format</div> | <div>Create a system to assist you get feedback.</div> <div>Understand reason behind loss and rectify it</div> | <div>Create a system to aid in your analysis of it.</div> <div>Rectify reasons of loss if occurred</div> | <div>Rectify reasons of loss if occurred</div> | <div>Grab clients and hold them until their needs are met.</div> <div>Product availability and quality are both increased.</div> |

