



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 **Begin** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Tip: It can add value to the map to note when and where the customer is likely to be using the product, as well as any other relevant information.

Customer	Entice	Enter	Engage	Exit	Extend
Beginning, knowing, attending, and ending a social city tour	Entice How does someone (likely someone new) get to the product?	Enter What do people experience as they begin the process?	Engage Is the user motivated to use the product, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Begin What about this person do you already know?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?
Interactions What interactions do they have at each step along the way? • Prophet Who are they? • Things What digital touchpoints or physical objects are they using?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?
Goals & motivations At each step, what is a person's primary goal or motivation? (What do they want to do?)	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?
Positive moments What steps does a person enjoy? (What makes the experience fun, interesting, engaging, or useful?)	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?
Negative moments What steps does a person dislike? (What makes the experience frustrating, confusing, boring, or time-consuming?)	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?
Areas of opportunity What might an ideal user experience look like? What do you want to see? What have others suggested?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?	Before beginning How does someone (likely someone new) get to the product?