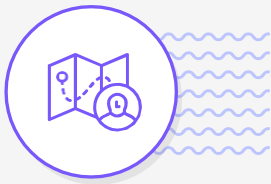


TEAM ID	PNT2022TMID45584
Team Leader	Guruprasadh K
Team Member	Akash S
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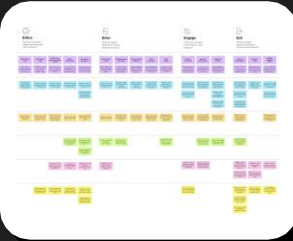


# Customer experience journey map

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.



Share template feedback

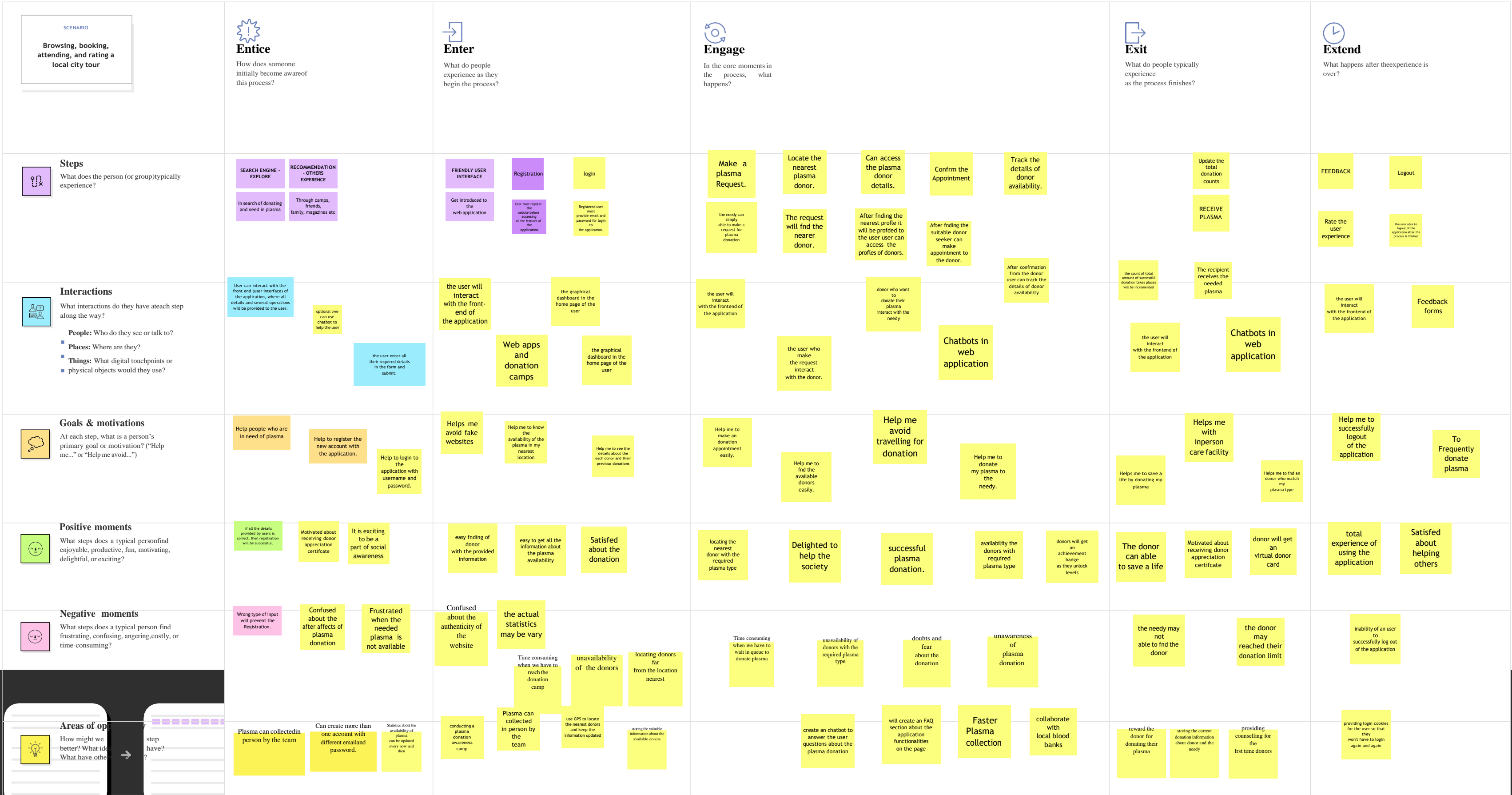


Need some inspiration? See a finished version of this template to kickstart your work. [Open example](#)



## 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.

