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.

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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.

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?					
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?					
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")					
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?					

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