

Customer experience journey map

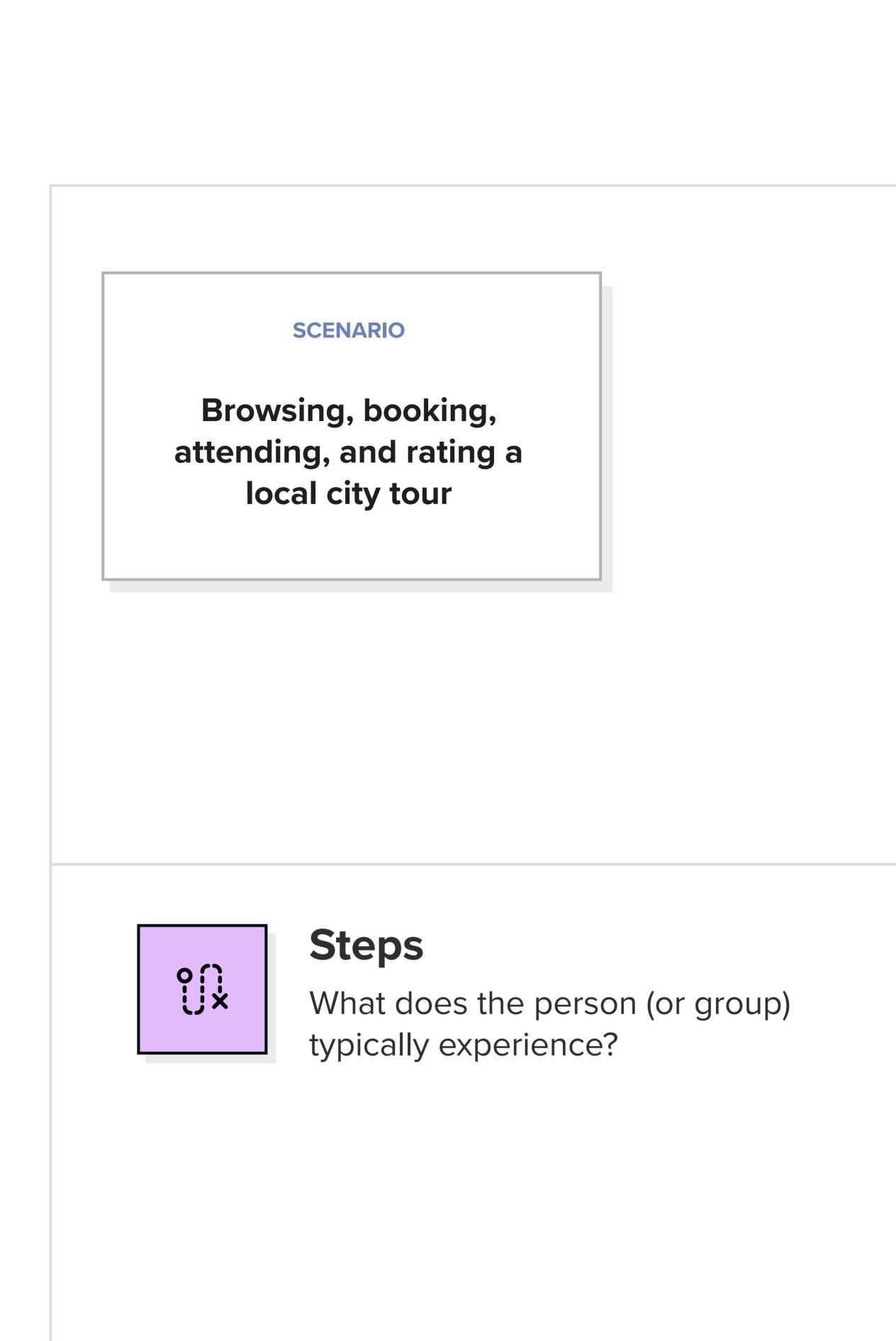
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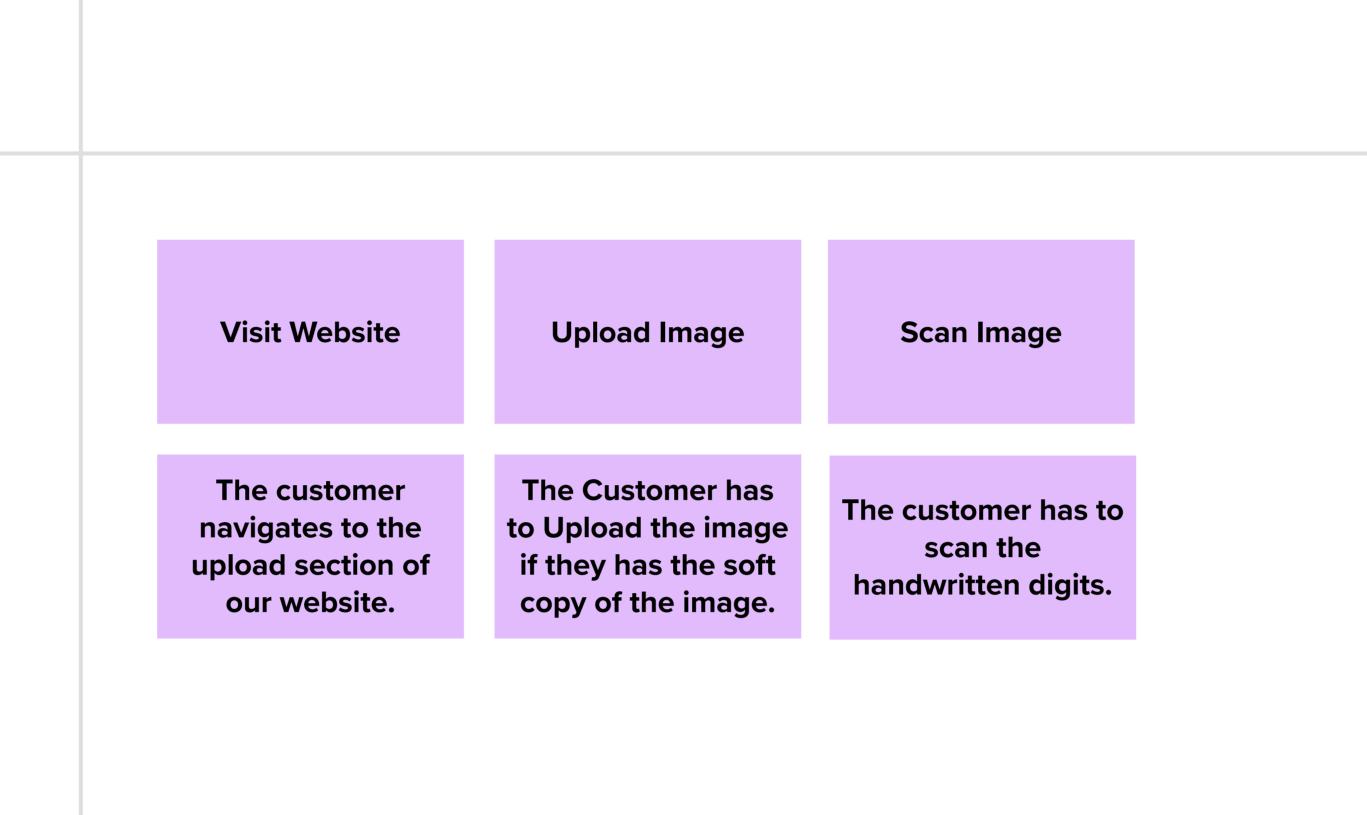


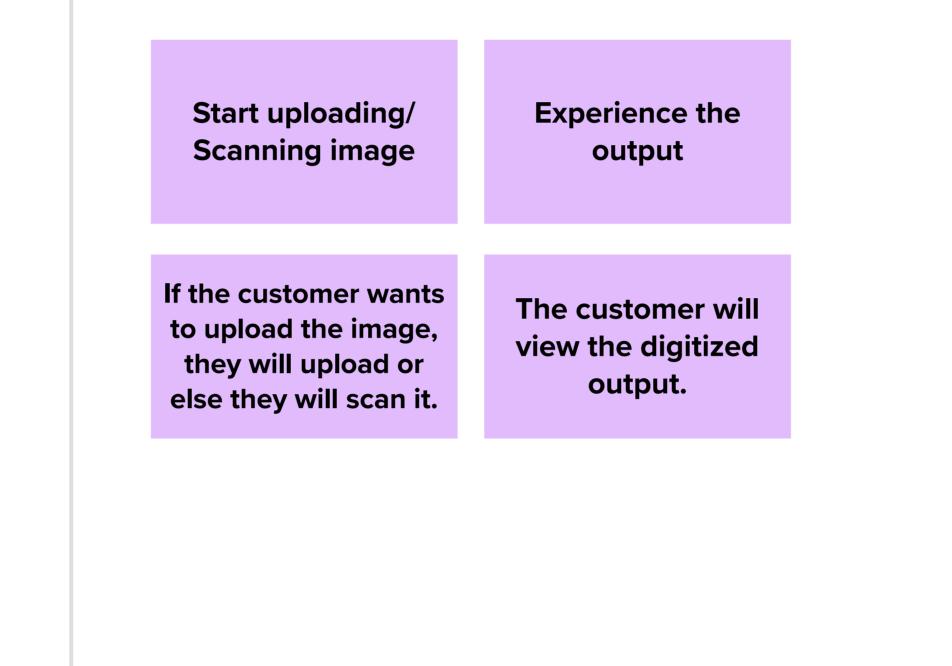
Share template feedback



Document an existing experience



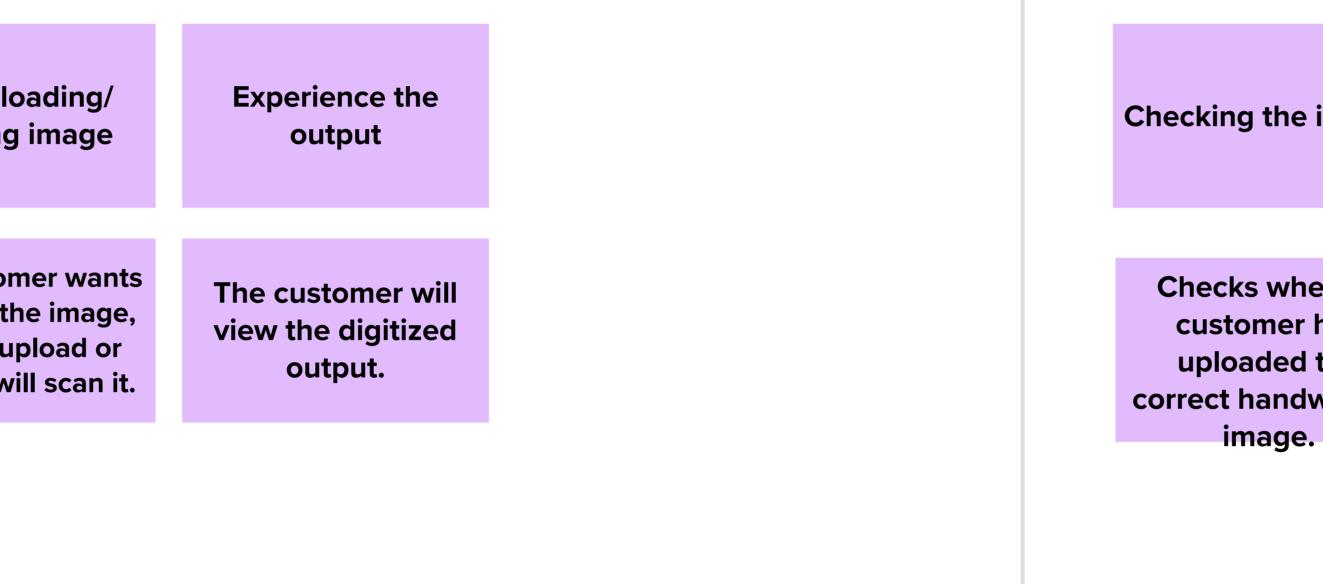


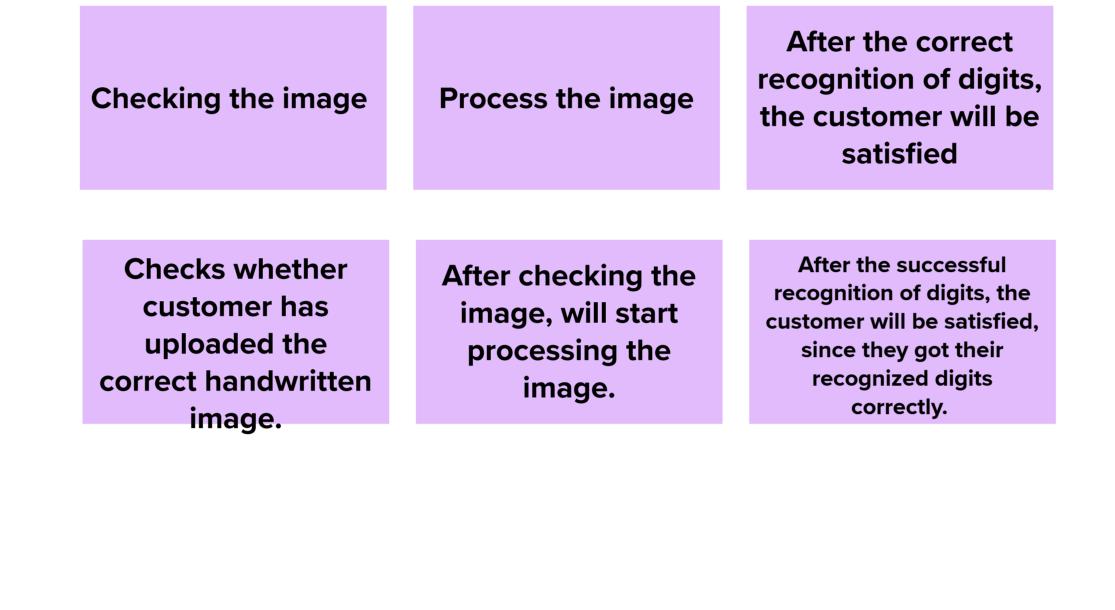


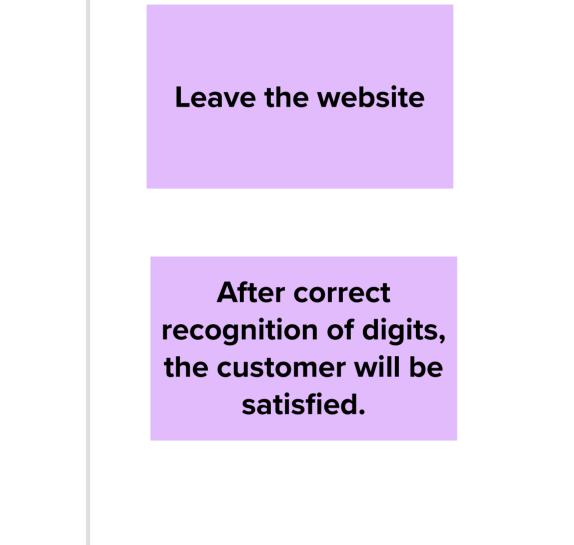
Enter

What do people

experience as they begin the process?



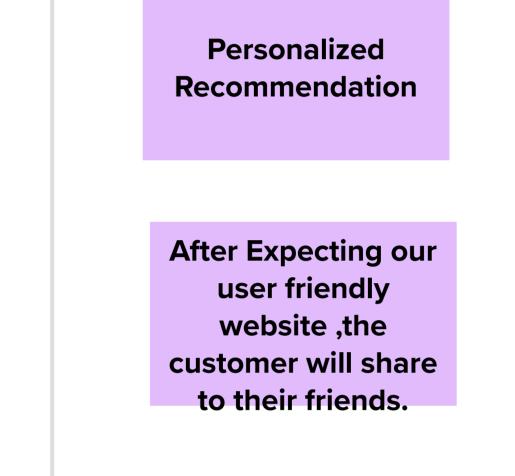




Exit

What do people

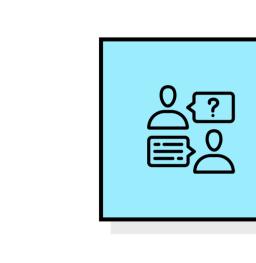
typically experience as the process finishes?



Extend

What happens after the

experience is over?



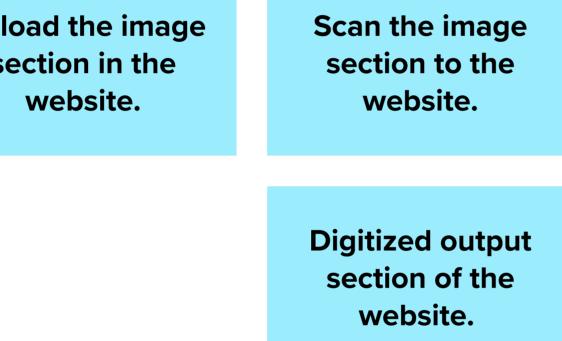
Interactions

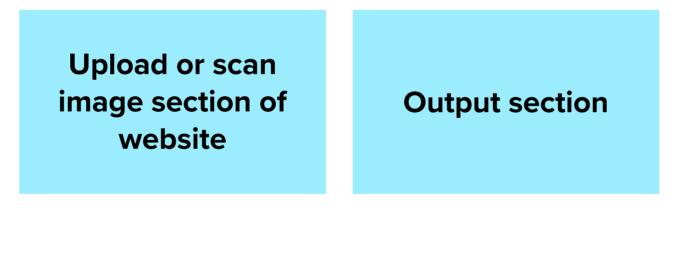
What interactions do they have at each step along the way?

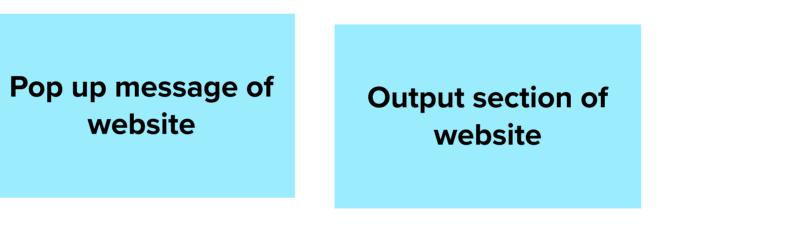
People: Who do they see or talk to?

Places: Where are they? Things: What digital touchpoints or

physical objects would they use?

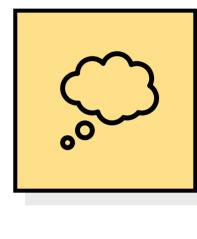












Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Entice

How does someone

of this process?

initially become aware



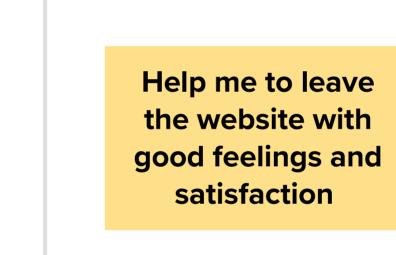


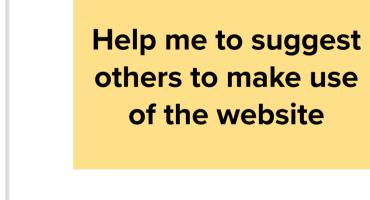


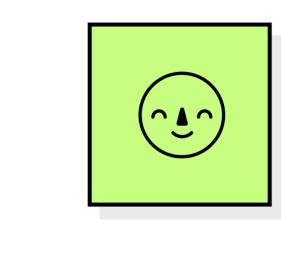
Engage

In the core moments

in the process, what

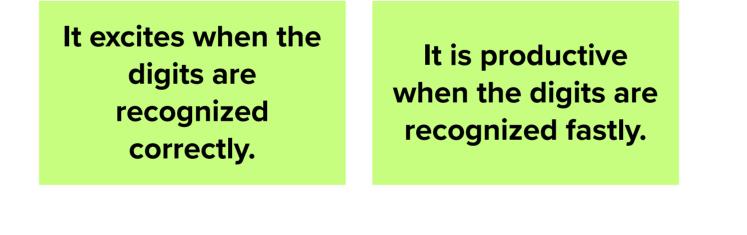






Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

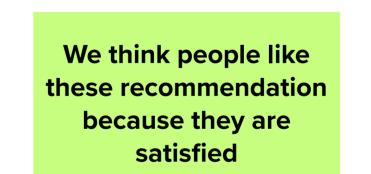


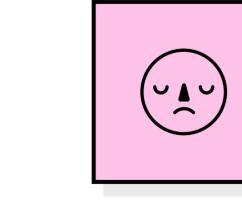




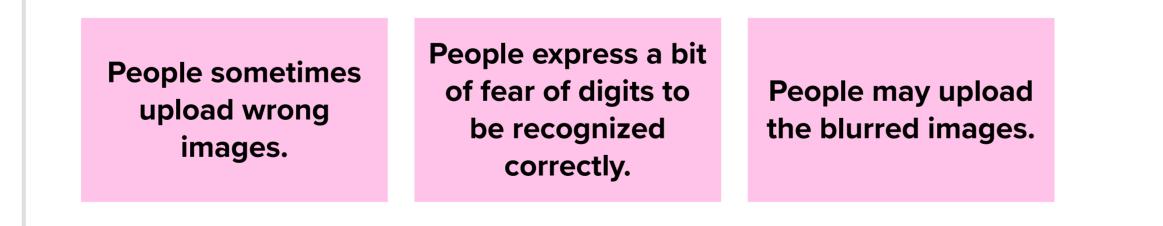




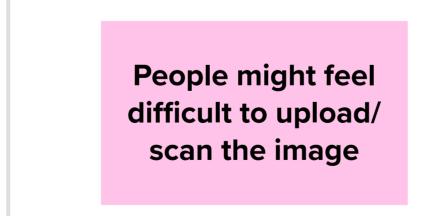


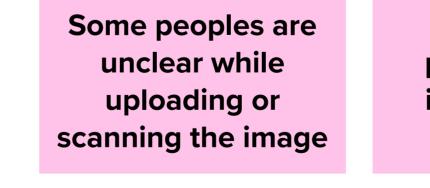


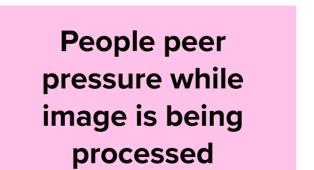
Negative moments















Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

