



# 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.

Created in partnership with  Product School

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## Document an existing experience

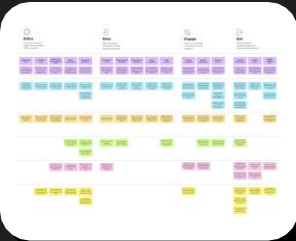
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Team ID:  
PNT2022TMD18285

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	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
<b>Steps</b> What does the person (or group) typically experience?	<div>The user is provided with the help feature to get a complete explanation on how to use</div> <div>The user will be issued the manual</div> <div>By the visual depiction of the system's operation</div> <div>Selection of parameters</div> <div>Selection of methods</div>	<div>The user should consent to the system's terms and conditions.</div> <div>The user should provide the input parameters to determine the water quality</div> <div>The user experiences a user friendly environment</div>	<div>The user will be redirected to the result page</div> <div>The user will be provided with the expected results that meet with requirements</div> <div>If the user enters erroneous input, a notification/warning will appear</div>	<div>The user will be provided with the results for the input given</div> <div>The user will get to know about the quality of water based on results</div> <div>Based on the quality index, the user will be shown the purposes of which the water can be used</div>	<div>The user will be navigated to the home page</div> <div>The user can provide another set of input parameters to test water quality</div> <div>User can check the results of water quality in number of times for various inputs</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<div>To determine the parameter values, the user can make use of a sensor.</div> <div>They might use the tech support specialists for assessment.</div> <div>People get curious in knowing the quality</div> <div>The user takes the water samples</div>	<div>The user interacts with the system for providing input</div> <div>After the parameters are provided as input, the user can provide accurate prediction</div>	<div>The system display the result to the user</div> <div>People get assured by knowing the option of quality analysis</div>	<div>The system shows the quality index to the user</div> <div>It provide a better usage preference for water</div>	<div>The user views the home page</div> <div>The better prediction gives best results in various field</div> <div>Again the user may be prompted to enter various input parameters</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")					
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?					<div>Better water utilization can be made available to the consumers.</div>



### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

