

Customer experience journey map

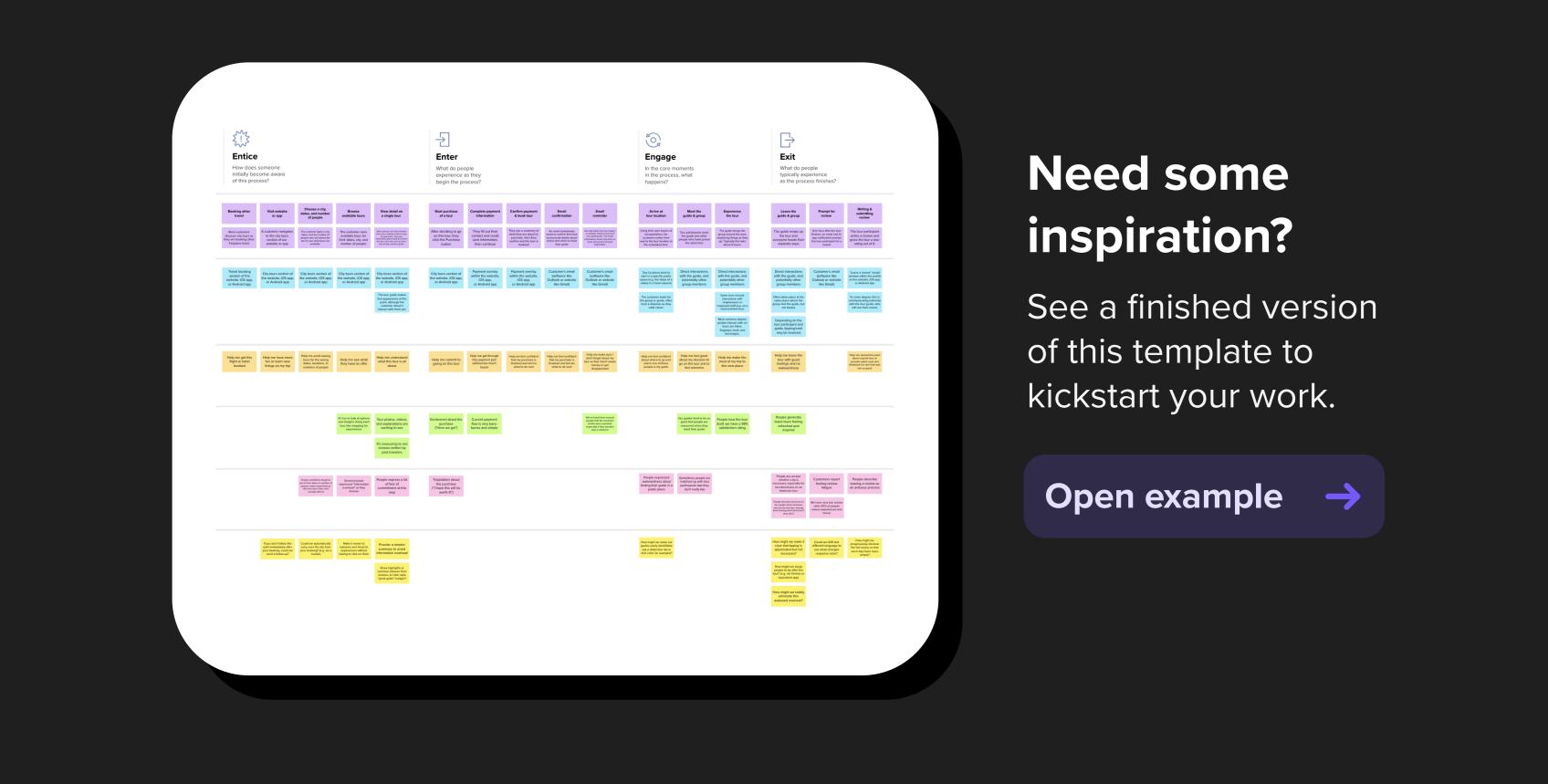
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

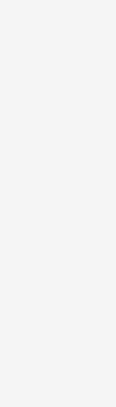
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



Share template feedback



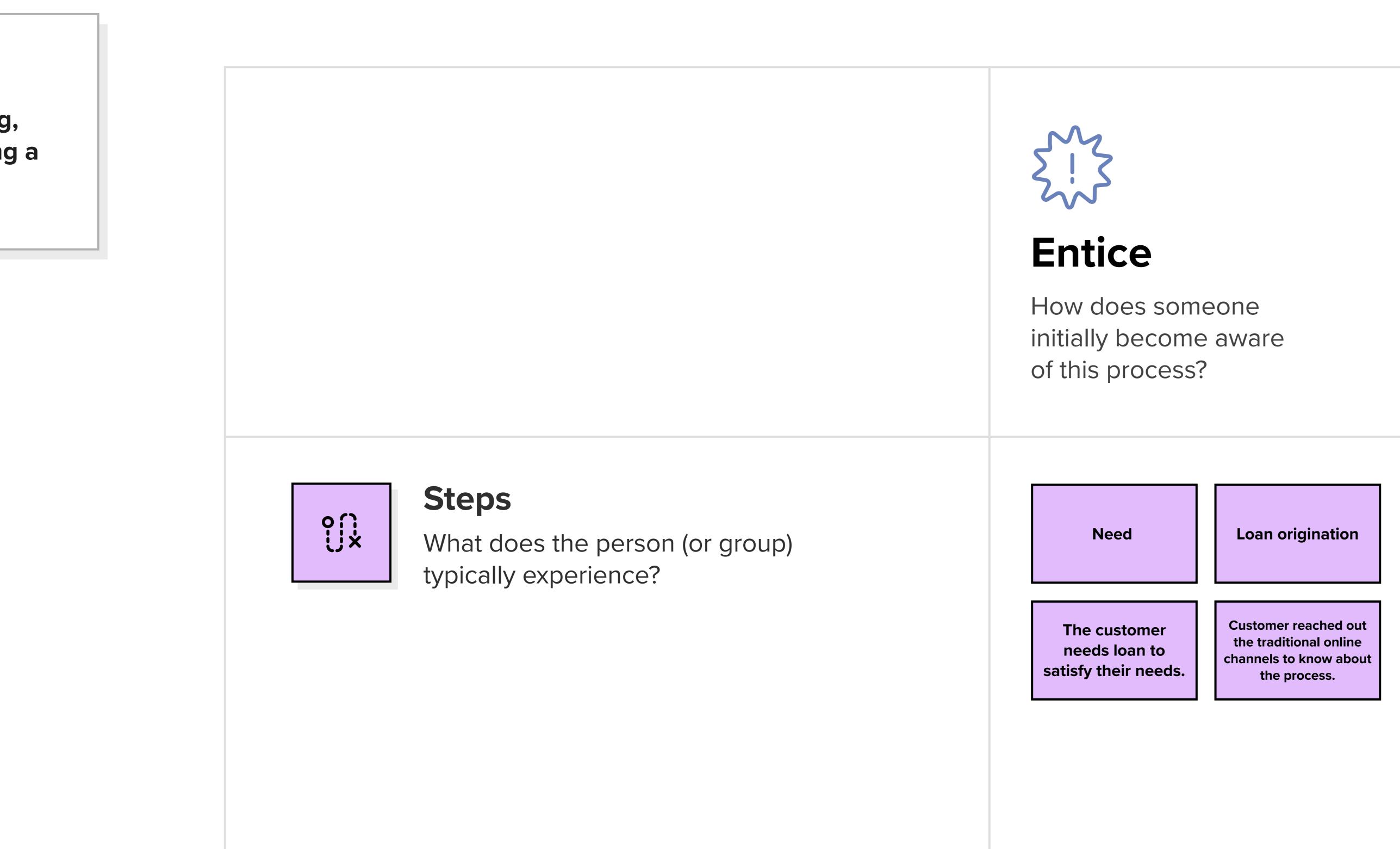


Document an existing experience

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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Browsing, booking, attending, and rating a local city tour



Interactions

What interactions do they have at

Places: Where are they?

Positive moments

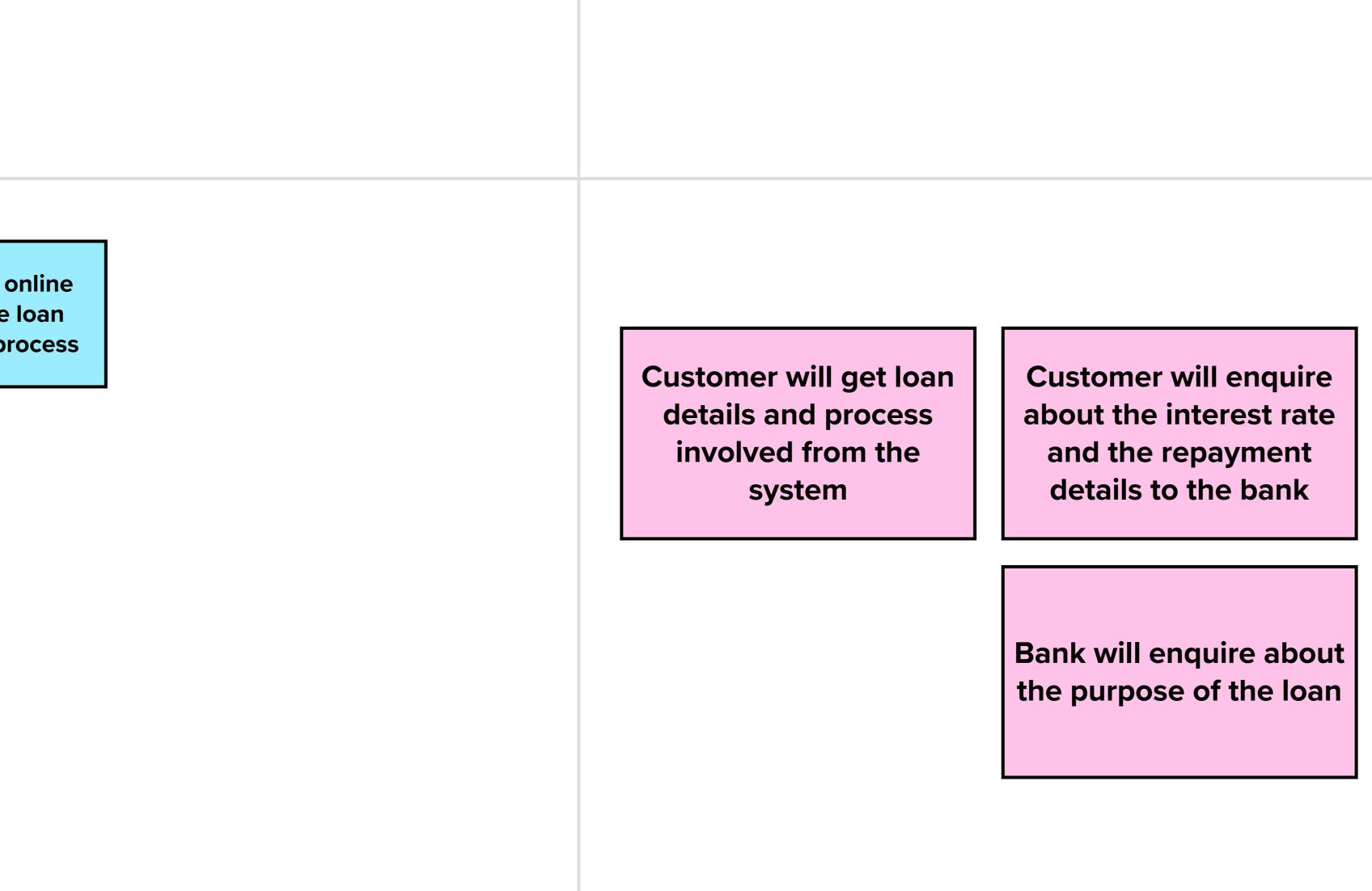
Lower cost

Not providing

enough details.

People: Who do they see or talk to?

Things: What digital touchpoints or



Enter

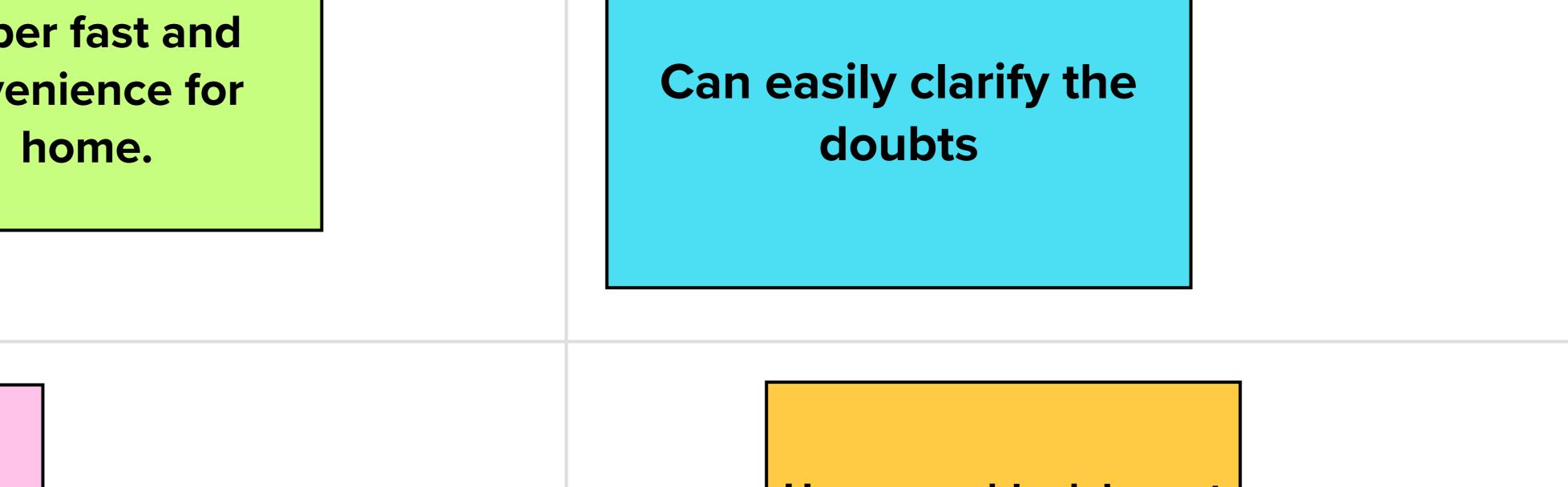
What do people experience as they begin the process?

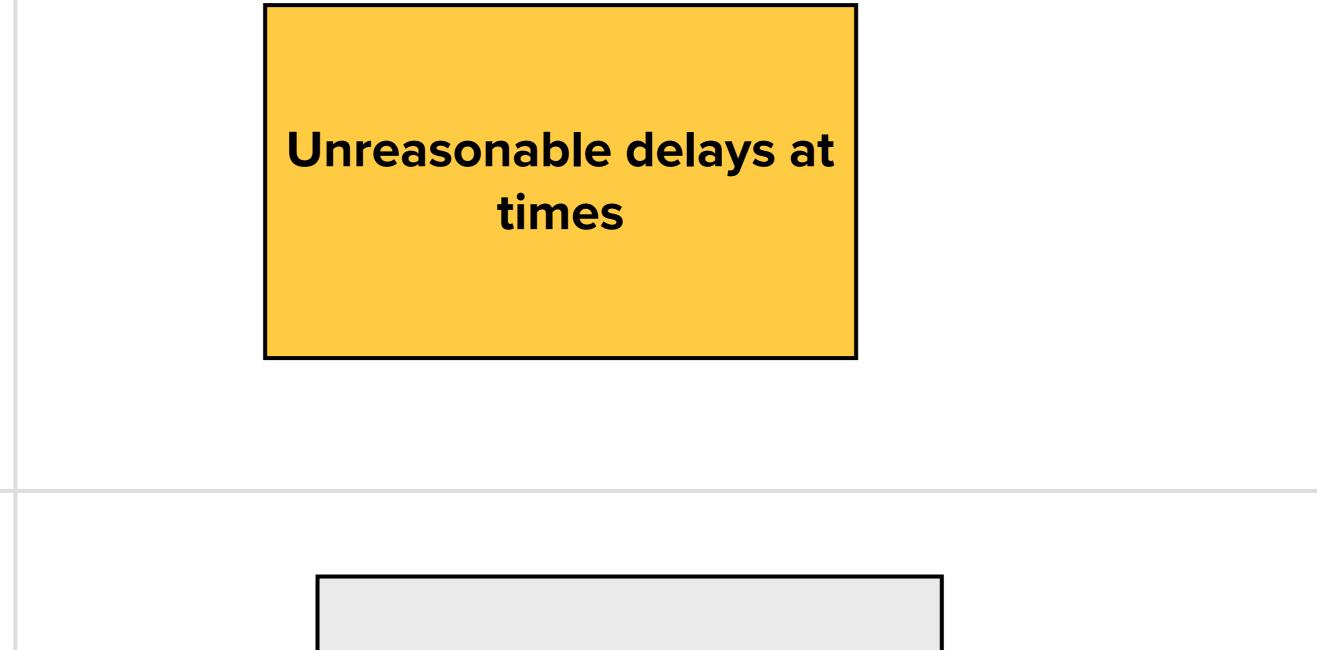
Customer will register

applying loan

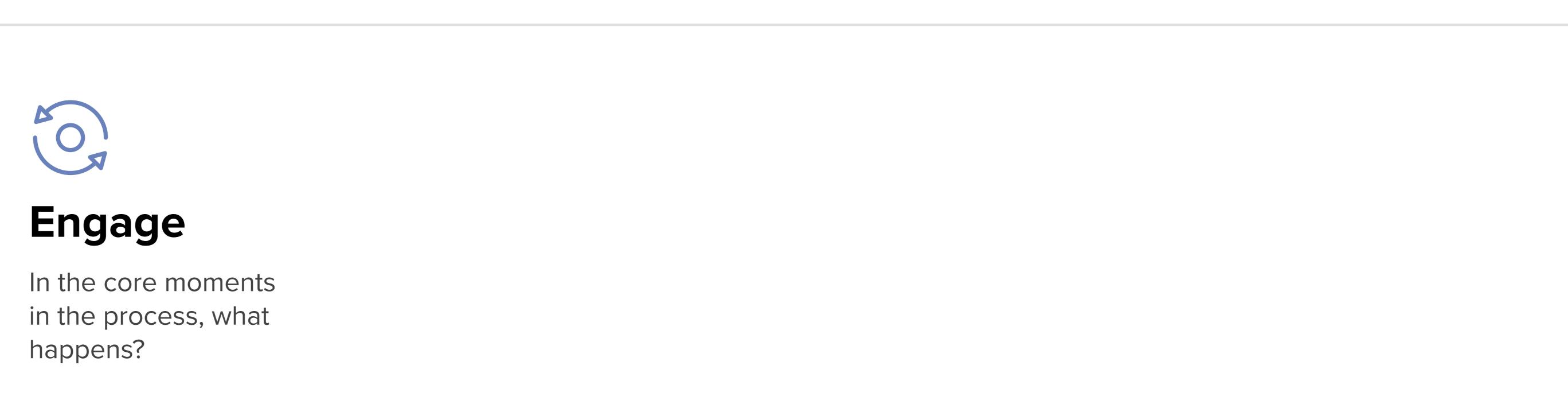
username and

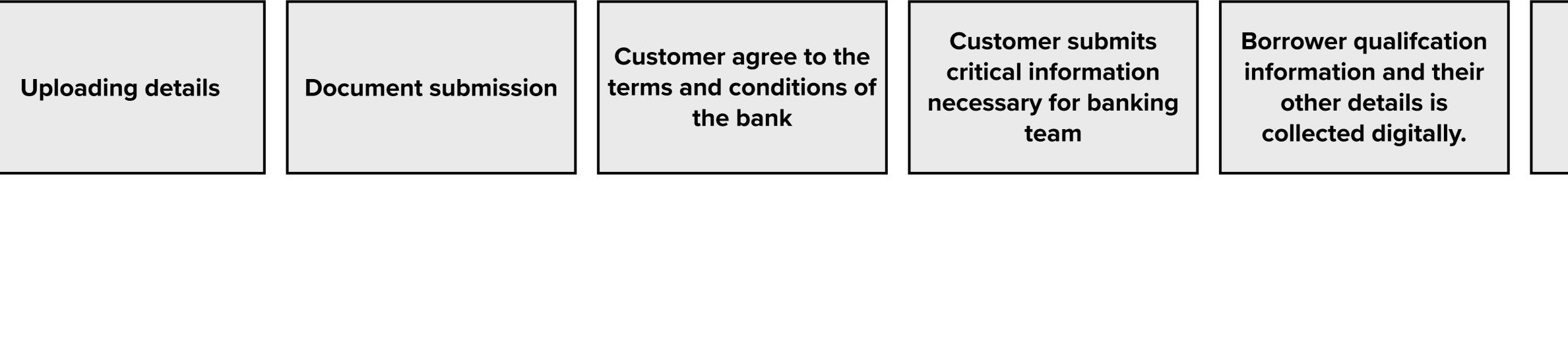












Digital solution assist

legal process to speed

decision making

electronically on

Prone to errors

Customer will upload

the documents in the

Bank will ask question

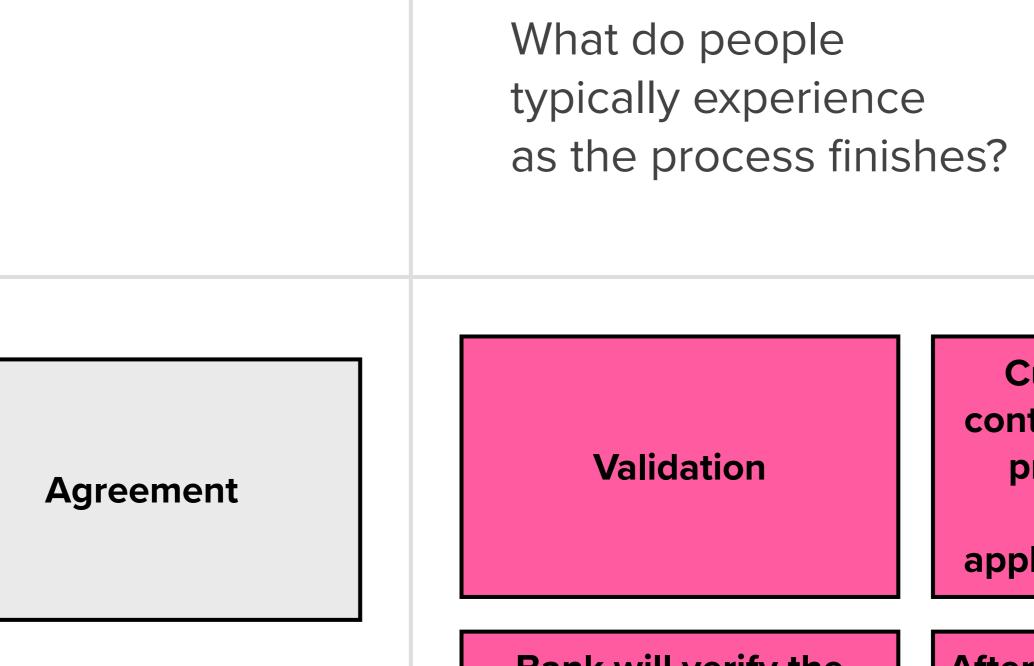
fnancial condition of the

customer through the

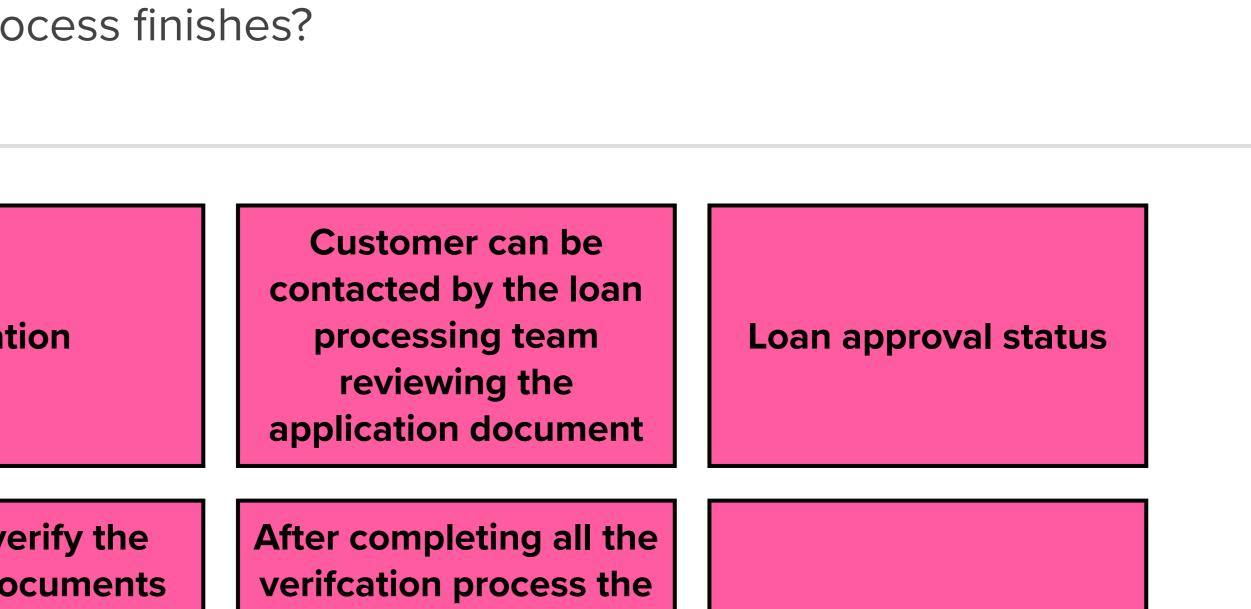
loan prediction system

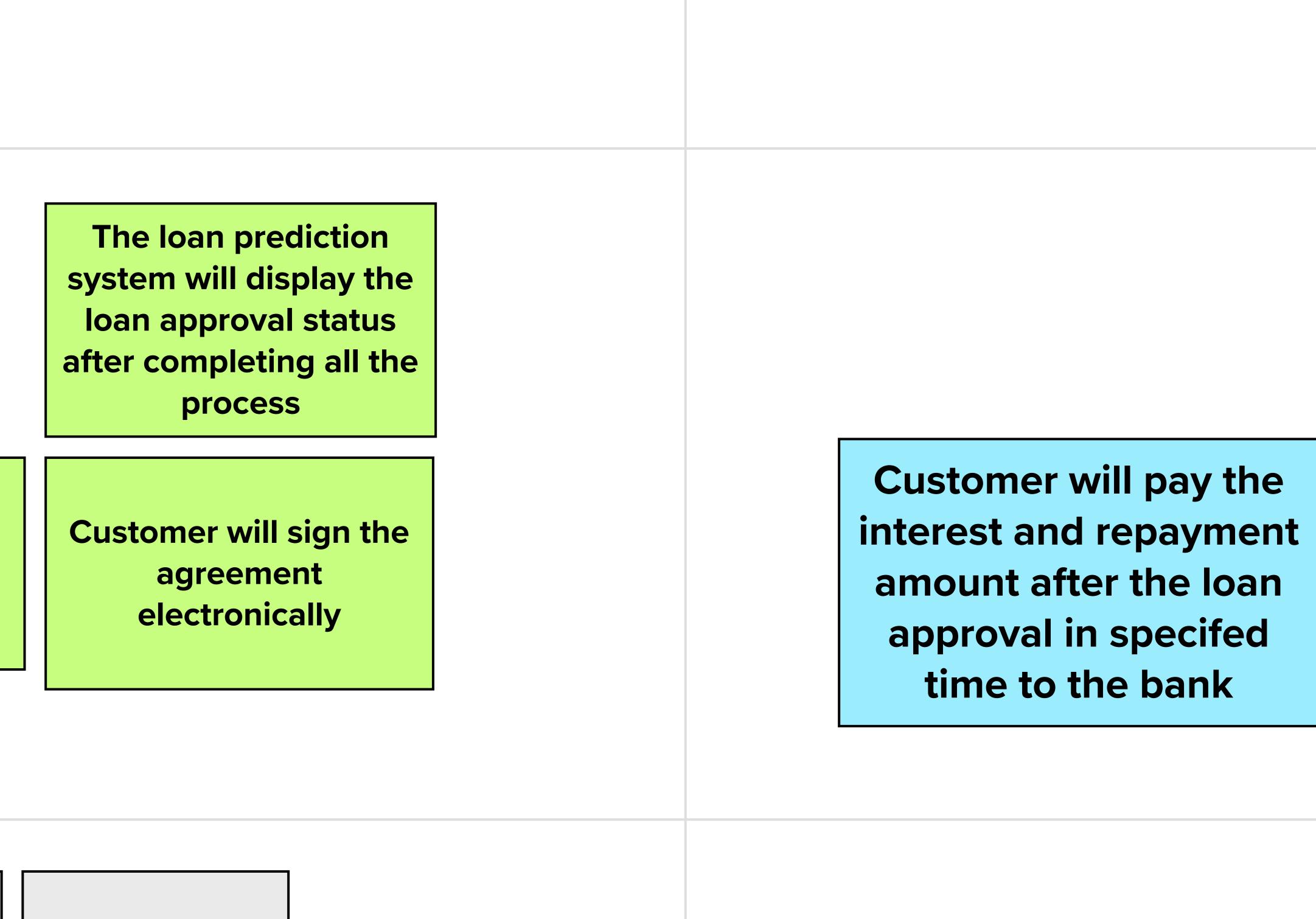
Online meeting to and analyze about the

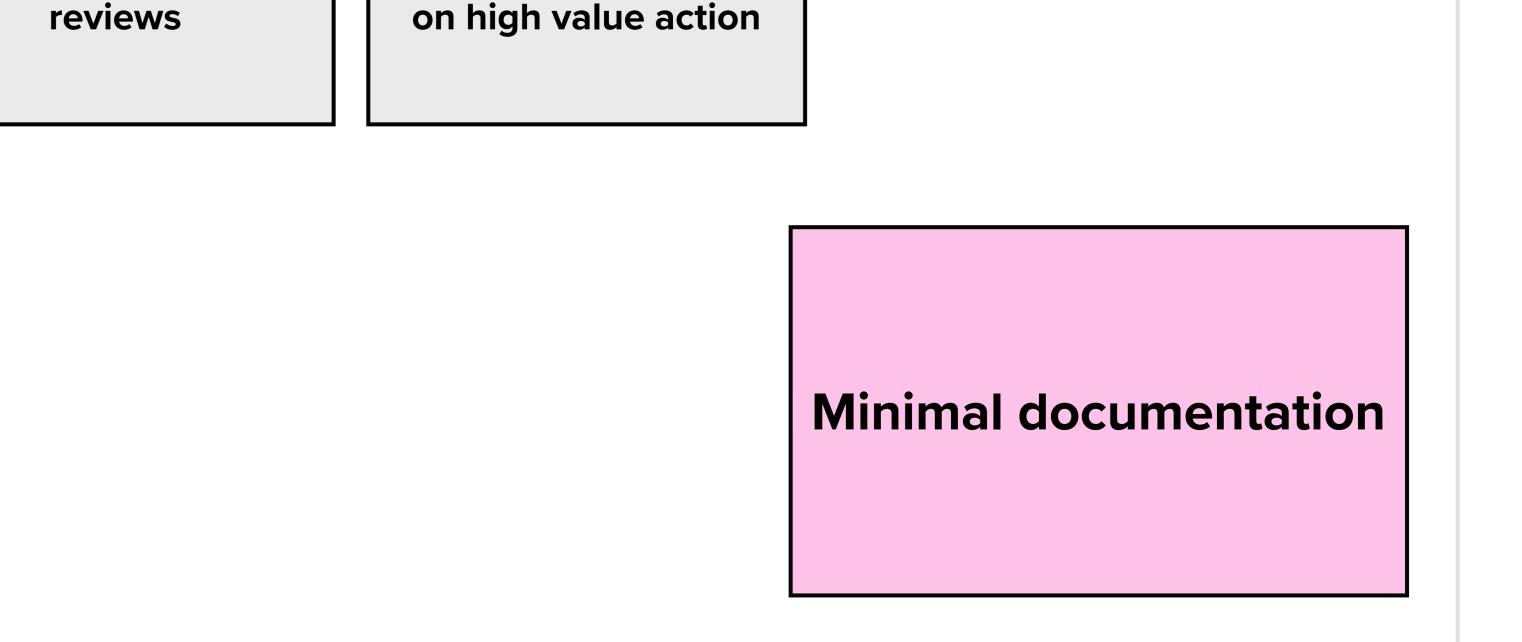
Costly, manual process



documents of the









Extend

What happens after the experience is over?

customer contact the

support team via

traditional channels like

email, phone etc





gs and reviews

Contacting
in case of

Difcult to scale to meet

demands

Contacting at anytime in case of any queries

Difcult to scale to meet