

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.

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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.

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	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?	The main advantage and function of a fire alarm safety is to ensure ultimate safety Fire detection system increase response times as they are able to alert the correct people in order to extinguish it properly. Detect a fire,Alert occupants of the fire condition.	The major reason as to why a business will install a fire detection system. A high quality and advanced fire detection and alarm system will be able to warn the empolyees.			
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?	Inspections for not having a sufficient system in place There are some instances that some buildings require access control systems. Enabling people to exit the building faster and safer.				
Goals & motivations At Each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Provide fast intervention of relevant services to extinguish the fire To reduce the high risk of material and environmental damage				
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Alerts the people and reducing amount of damage to the property.				
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Wrong detector type,False alarms,High Installation expenses				
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Monitor the presence of flames compared to smoke or heat Installation of more sensors with high accuracy				











