



# 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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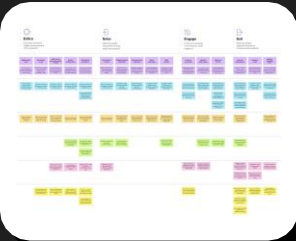
## Document an existing experience

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.

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<br>Browsing, booking, attending, and rating a local city tour   | Entice<br>How does someone initially become aware of this process?   | Enter<br>What do people experience as they begin the process?  | Engage<br>In the core moments in the process, what happens?  | Exit<br>What do people typically experience as the process finishes?   | Extend<br>What happens after the experience is over?  |
|--|--|--|--|--|---|
| <div>Steps</div> <div>What does the person (or group) typically experience?</div>  | <div>Creating an banking account</div> <div>Provide the round -clock support</div> <div>Customer can able to keep track of their Bank account</div> <div>Customers can transfer their money.</div> | <div>Optimized and simple UI</div> <div>customers can experience a interactive user Inetrface</div>  | <div>Enter their details</div> <div>Upload image</div> <div>View results</div>   | <div>View their account status</div>   | <div>Maintaining users information</div>  |
| <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div> | <div>Interaction with other users</div> <div>Interaction with dieticians</div>   | <div>Interacting with web page</div> <div>Interacting with login and registration page</div>   | <div>Customers interact with UI to know about their nutritional value</div> <div>Customers will engage with the software</div>   | <div>People interact with the server and get the valid result</div>  | <div>Customers will follow the instructions given by the chatbot</div>                        |
| <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</div>  | <div>Help me to create my account .</div> <div>help me to avoid suspicious activity.</div>   | <div>Forgery detection</div> <div>AML Pattern Detection</div>  | <div>Help the customer to understand what all can be done by the chatbot.</div> <div>Increase workforce productivity.</div> <div>Compliance &amp; Fraud Detection.</div> | <div>Providing net banking related assistance.</div> <div>Tracks Transactional History.</div>  | <div>Tackling Suspicious Activity</div> <div>Storing customer Conversation.</div>             |
| <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>  | <div>Customer can satisfy their queries and can create an account.</div>   | <div>Customers enjoy the simple and optimized user interface</div>   | <div>Personalised customer service</div> <div>Direct delivery of information.</div> <div>Easy access.</div>  | <div>Make the chat bot to Understand natural Language.</div> <div>Provide Seamless assistance to both Bank employees And customers</div> | <div>The customer feel frustrated about losing the data.</div>                                |
| <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>  | <div>The customer feels disappointed if its does not use that</div> <div>Many interactive</div> <div>He feels costly if cost to application is high</div>  | <div>Customers get confused and frustrated if the user interface is not simple</div> <div>Users don't like to use the application if it is very difficult to use</div> | <div>Time wastage</div> <div>fear of losing data.</div>  | <div>Cannot be accessed by the old people</div> <div>Time wastage.</div>   | <div>Customer feel frustrated if there is a wrong recording of data.</div>                    |
| <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>  | <div>Easy accessibility to all users</div> <div>Time management.</div>   | <div>Simple user friendly interface</div> <div>Easy to navigate through the chatbot</div>  | <div>Provide risk handle management.</div> <div>Correct estimation of investment offers</div>  | <div>Provides omnichannel support.</div> <div>Helps in Creation of new account</div>   | <div>Suggest proper instructions to maintain the account</div> <div>Customised service.</div> |



### Need some inspiration?

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