Template

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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Need some inspiration?

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

Open example →

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

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?

- Customers can predict the prices of crude oil
- Crude oil price history can be verified by customers using our tool
- Comparison of the old and predicted prices is available to the customer
- Oil prices can be viewed in real-time, including live charts, by the customer
- A customer predicts when to buy and sell crude oil at the right price
- It is possible for a customer to differentiate crude oil curves
- Register or Login
- An application tour is visible to our customers
- An examination of the application's various features can be carried out by the customer
- We ask our customers to create a new account or log in if they already have one
- Search date facility
- Select date facility
- Description
- In order to see the price, the customer searches for the dates for which they want to see it
- To analyze prize details, the customer selects a date
- It is possible for the customer to view the price reasons
- Logout
- When the customer finishes providing feedback, he or she logs out of the app
- News notification
- The customer could receive daily information about crude oil automatically

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?

- Dates of future prices
- History of prices
- News
- Sign-Up Section
- Application dashboard
- Price detail section
- Price history section
- Log out section
- Feedback section
- Mail
- SMS

Goals & motivations

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

- Makes it possible for customers to predict the future price of crude oil
- The customer can determine when to sell or buy crude oil
- The customer can determine when to sell or buy crude oil
- The customer can determine when to sell or buy crude oil
- To select the date
- To know the prices
- Application improvements are made possible by feedback
- Satisfaction of customer
- Speed up the login process for applications
- Improve convenience

Positive moments

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

- Profit from crude oil predictions
- With an account, you will be able to access all features of the application
- Ability to find out about the delay of selected flights
- **An application's performance can be improved with feedback**
- Enhances customer convenience

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- An increase in prices can cause stress and depression
- Entering credentials always takes more time
- Manually selecting the desired date is an additional burden for the user

Areas of opportunity

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

- Customers can access crude oil price details based on their account details
- Provide the option to sign up with a Google or other social media account
- Improve crude oil prediction accuracy
- It takes less time to rate instead of consume
- It is possible to alert the user via e-mail or SMS