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.

SCENARIO **Browsing, booking, attending, and rating a local city tour**	**Entice** How does someone initially become aware of this process?			**En** Wha expe begi
Steps What does the person (or group) typically experience?	**Timely collection of waste** They discover about smartbins when waste are collected at right time	**Disposing waste** They became aware of smartbins when it seems clean around the trash cans	**Browsing about smartbins** People come to know about the benefits of smartbins	**Wa** c W m con
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?	People come to know about smartbins when they interact with municipal	When they visit the location where smartbins are implemented		Munic tras
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me see the purpose of smartbins	Help me understand why smartbins have to be implemented		Hel visiti trasl
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Motivated by thinking how clean the surrounding will appear	Feels as a positive start for a clean society		Feels they ha step tov clean
Negative moments What steps does a typical person	Fears whether this system will cost more			When l tras