

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 PLASMA DONOR APPLICATION	 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?	<div>SEARCH ENGINE - EXPLORE</div> <div>In search of donating and need in plasma</div> <div>RECOMMENDATION - OTHERS EXPERIENCE</div> <div>Through camps, friends, family, magazines etc.</div>	<div>FRIENDLY USER INTERFACE</div> <div>Get introduced to the web application</div> <div>REGISTRATION</div> <div>To be a part of the web application</div>	<div>INFORMATIVE</div> <div>Statistics of the plasma availability</div> <div>DONOR CAMPS</div> <div>Locations of plasma donation camps</div>	<div>RECEIVE PLASMA</div> <div>The recipient receives the needed plasma</div> <div>PART OF A COMMUNITY</div> <div>To create awareness</div>	<div>RECOMMEND</div> <div>Recommends others about the user-friendly application</div> <div>FEEDBACK</div> <div>Rate the user experience</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Health workers</div> <div>Donor Camps</div> <div>Web application</div>	<div>Volunteers</div> <div>Web apps and donation camps</div> <div>Chatbots in web application</div>	<div>Volunteers</div> <div>Web apps and donation camps</div> <div>Chatbots in web application</div>	<div>Volunteers</div> <div>Web apps and donation camps</div> <div>Chatbots in web application</div>	<div>Feedback forms</div> <div>Customer care</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>To donate plasma and help the society</div> <div>To bring awareness on plasma donation among the public</div> <div>Help people who are in need of plasma</div>	<div>Help to avoid fake websites</div> <div>Provide information about the DOs and Don'ts of plasma donation</div>	<div>Help us to, volunteer</div> <div>Help us to avoidtravelling for donation</div>	<div>Successfully donate plasma</div> <div>Helps us with in-people care facility</div>	<div>Intimate us Frequently to donate plasma</div> <div>Help the needy at reach</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Motivated about receiving donor appreciation certificate</div> <div>Delighted to help the society</div> <div>It is exciting to be a part of social awareness</div>	<div>Satisfied about the donation</div> <div>Fun to also be given an opportunity to volunteer</div>	<div>Delighted to help the society</div> <div>Satisfied about the donation</div>	<div>Motivated about receiving donor appreciation certificate</div> <div>It is exciting to be a part of social awareness</div>	<div>Delighted to help the society</div> <div>Satisfied about helping others</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Confused about the after affects of plasma donation</div> <div>Time consuming when we have to reach the donation camp</div> <div>Frustrated when the needed plasma is not available</div>	<div>Confused about the authenticity of the website</div> <div>Time consuming when we have to reach the donation camp</div>	<div>Time consuming when we have to wait in queue to donate plasma</div>		
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Plasma can be collectedin person by the team</div> <div>Statistics about the availability of plasma can be updated every now and then</div>	<div>Plasma can be collectedin person by the team</div> <div>Volunteers registration</div>	<div>Faster Plasma collection</div> <div>Statistics accuracy and availability</div>		