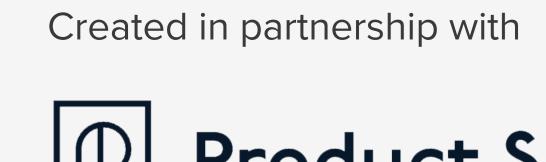


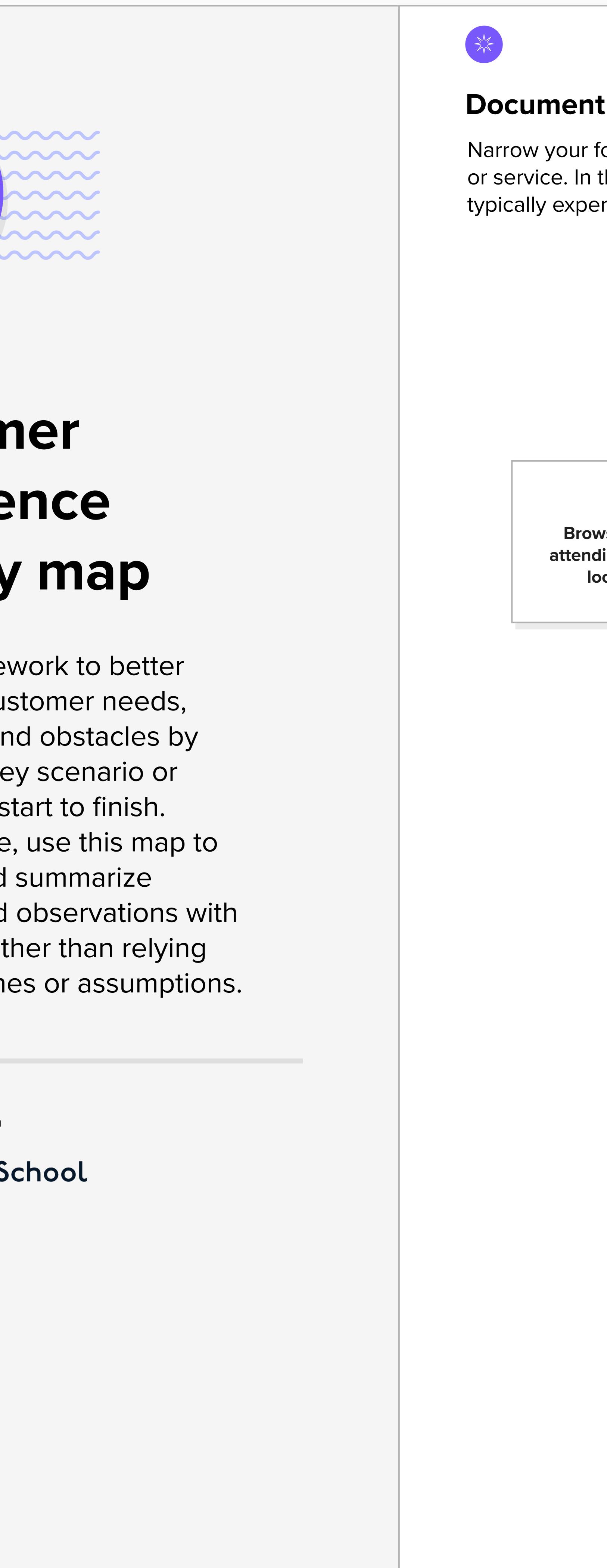
## Customer experience journey map


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.



Product School







Extend

What happens after the

Help me see what I

these recommendations
because they have an
externely high
engagement rate

have done before

experience is over?

