



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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Steps

What does the customer typically experience?



Interactions

What interactions occur at each step?

■ People: Who are the people involved?

■ Places: Where are the interactions taking place?

■ Things: What physical or digital elements are involved?



Goals & Outcomes

At each step, what is the primary goal or outcome? ("Help me...")



Positive Experiences

What steps find enjoyable, motivating, or surprising?



Negative Experiences

What steps find frustrating, costly, or time-consuming?



Areas of Opportunity

How might things be better? What have we learned?



Need some inspiration?

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

[Open example](#) →

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