

Document an existing experience

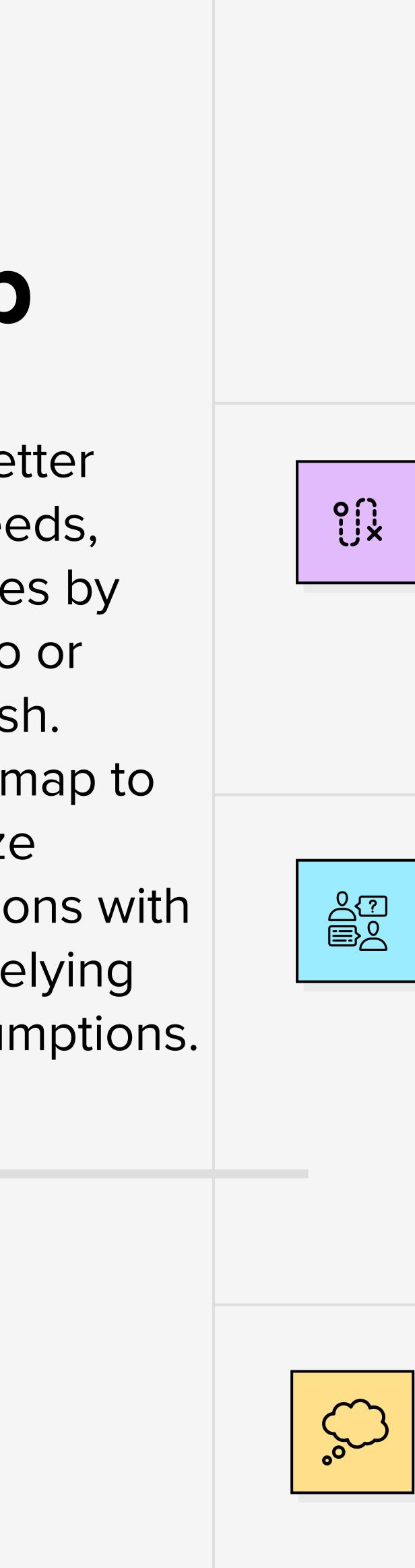
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

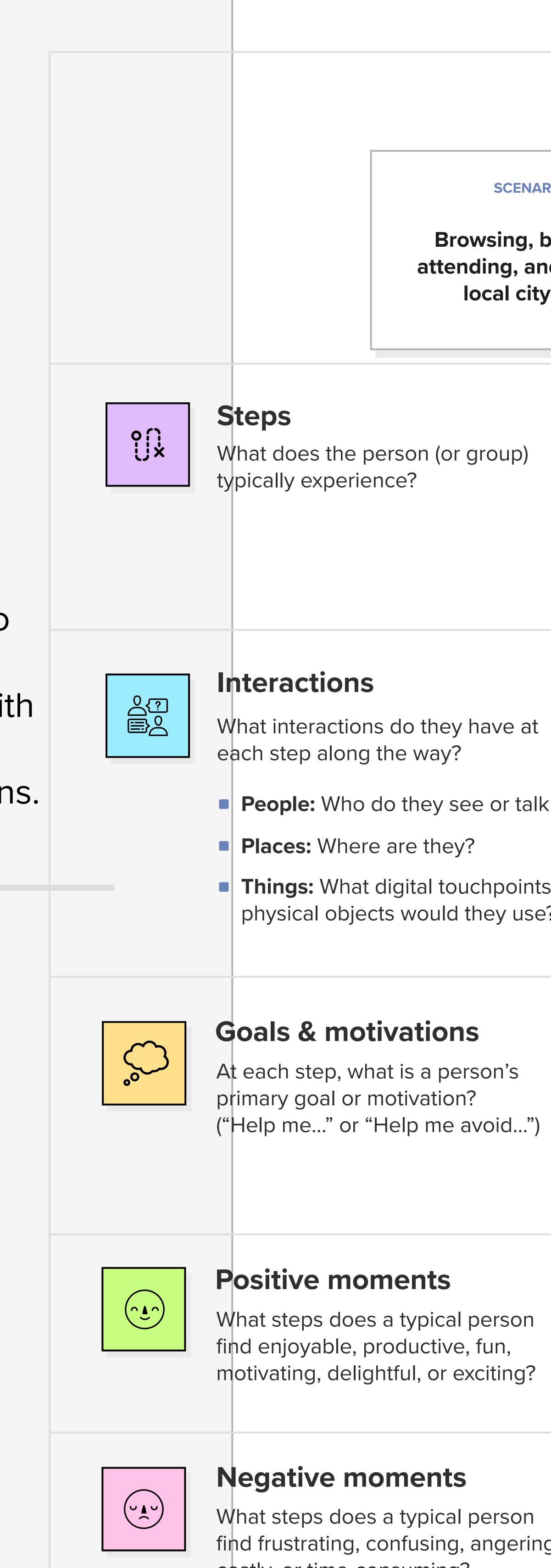
experience, move each these "Five Es" the left or right

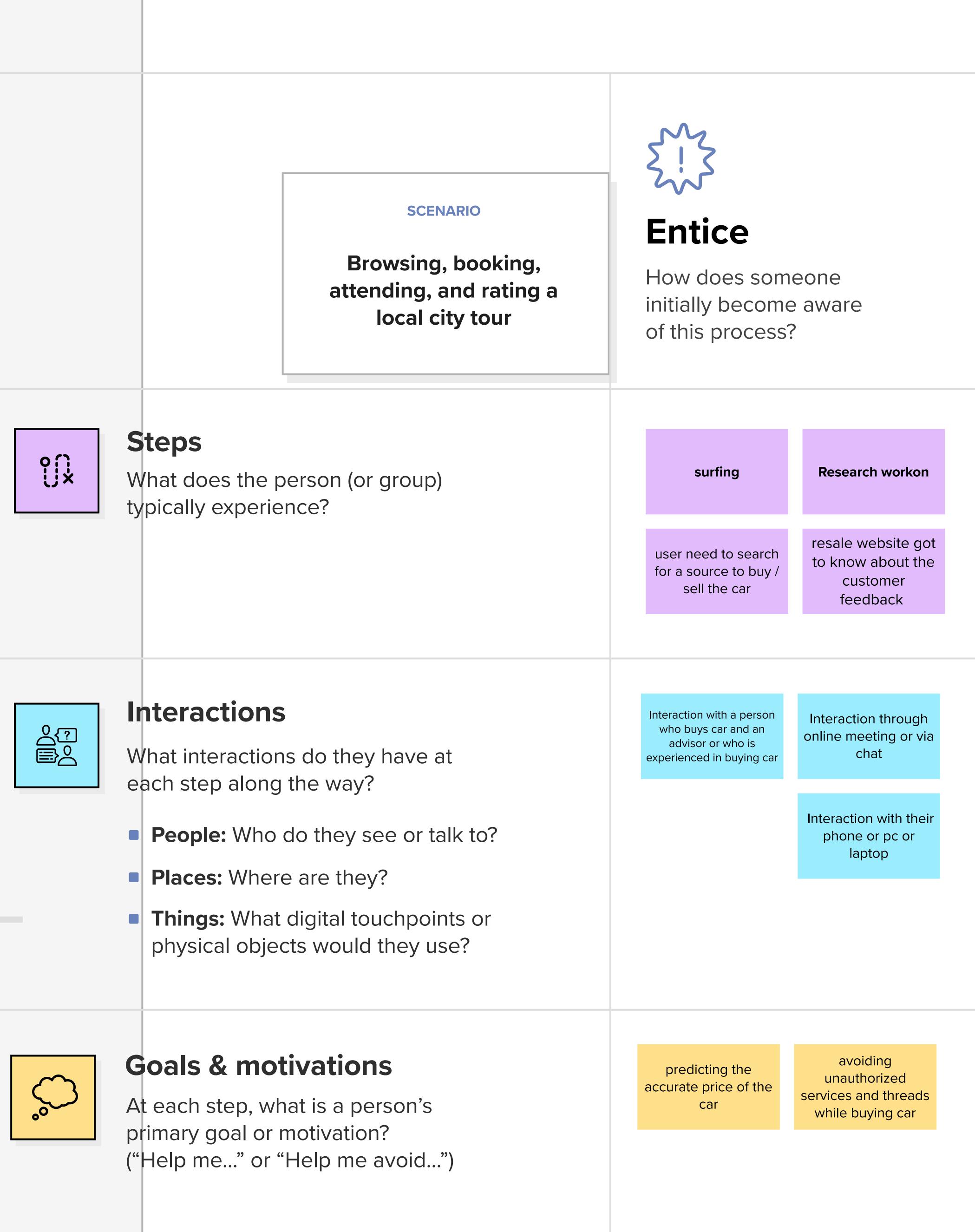
experience journey map

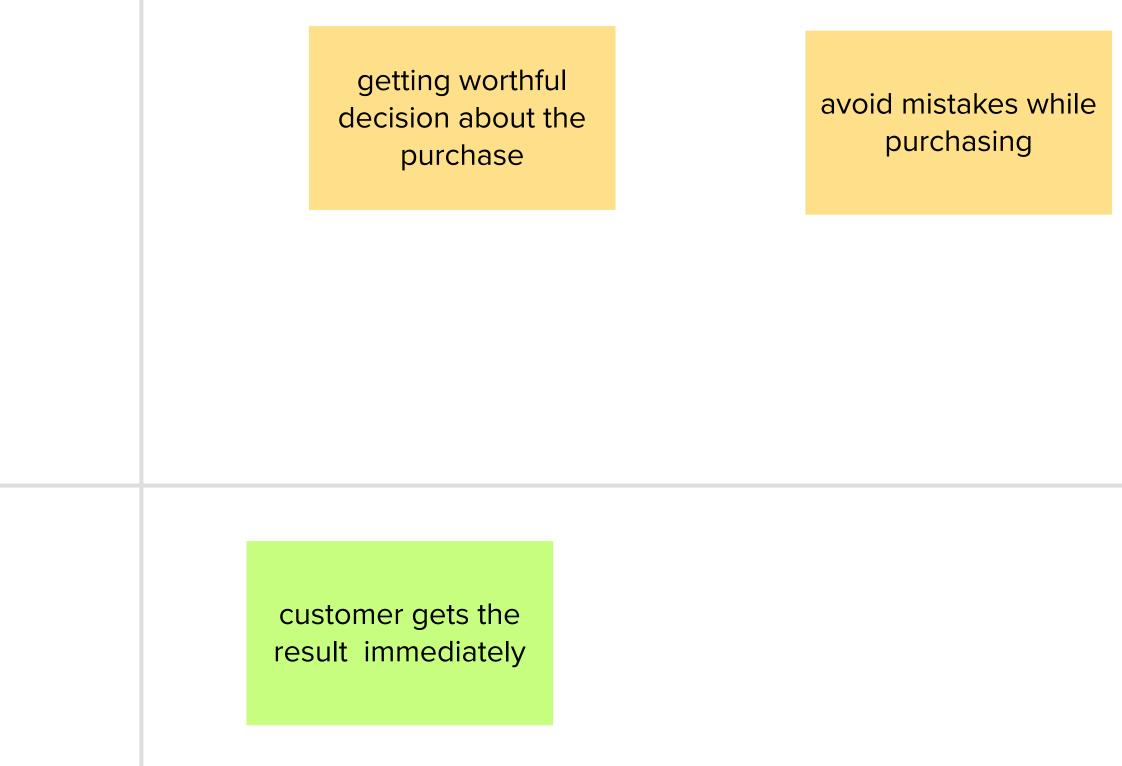
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.











Enter

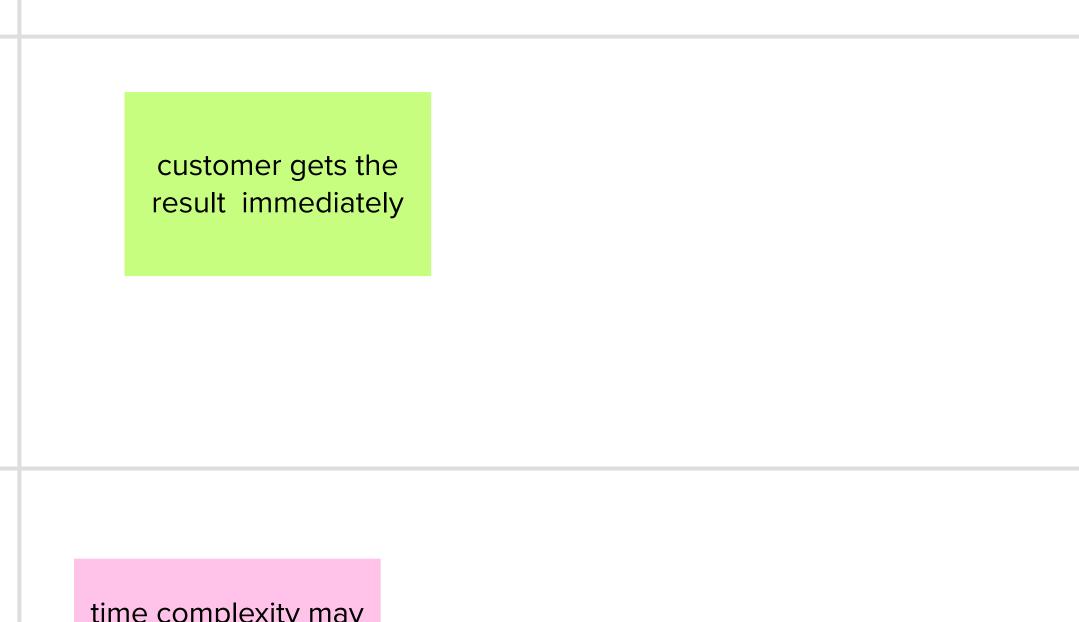
What do people

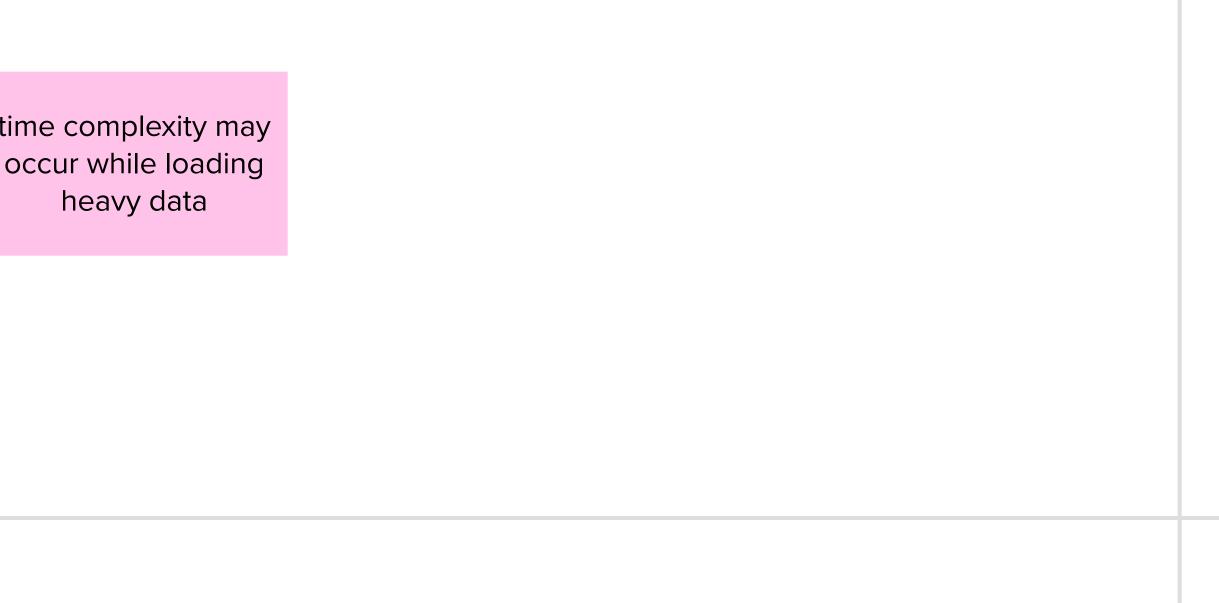
experience as they

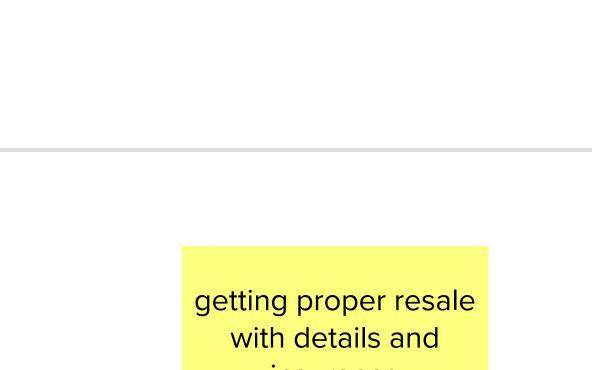
begin the process?

customer login or sign in

customer can view car







Engage

In the core moments

in the process, what

customer enter the required details of their car to get the resale value





What do people typically experience as the process finishes?

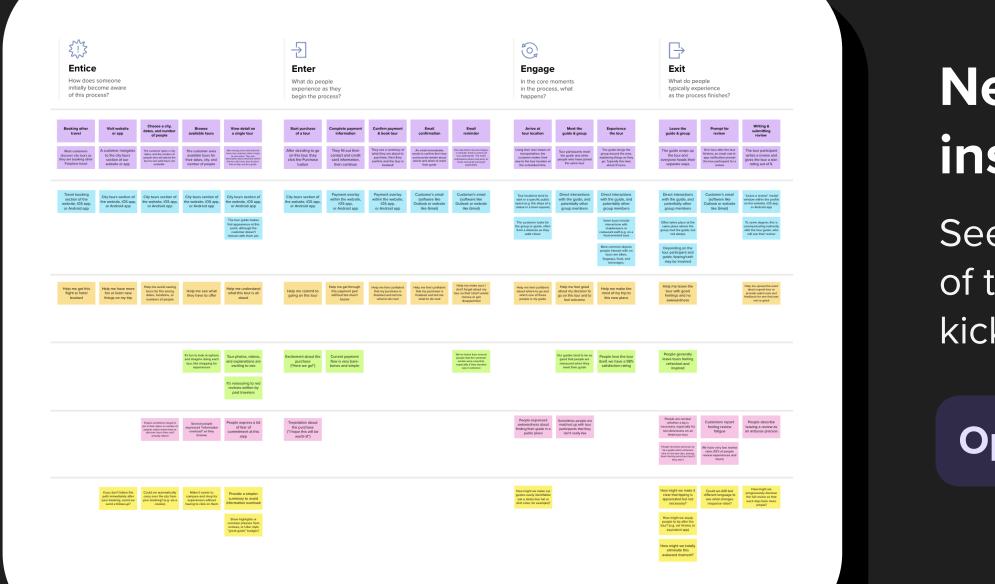


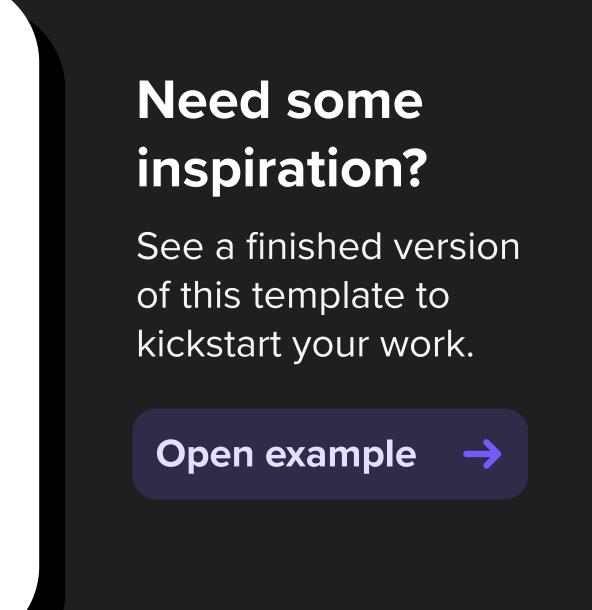
Extend

What happens after the experience is over?

customer satisfaction

any smart devices like phone or pc or laptop







Areas of opportunity

better? What ideas do we have?

What have others suggested?

