



# 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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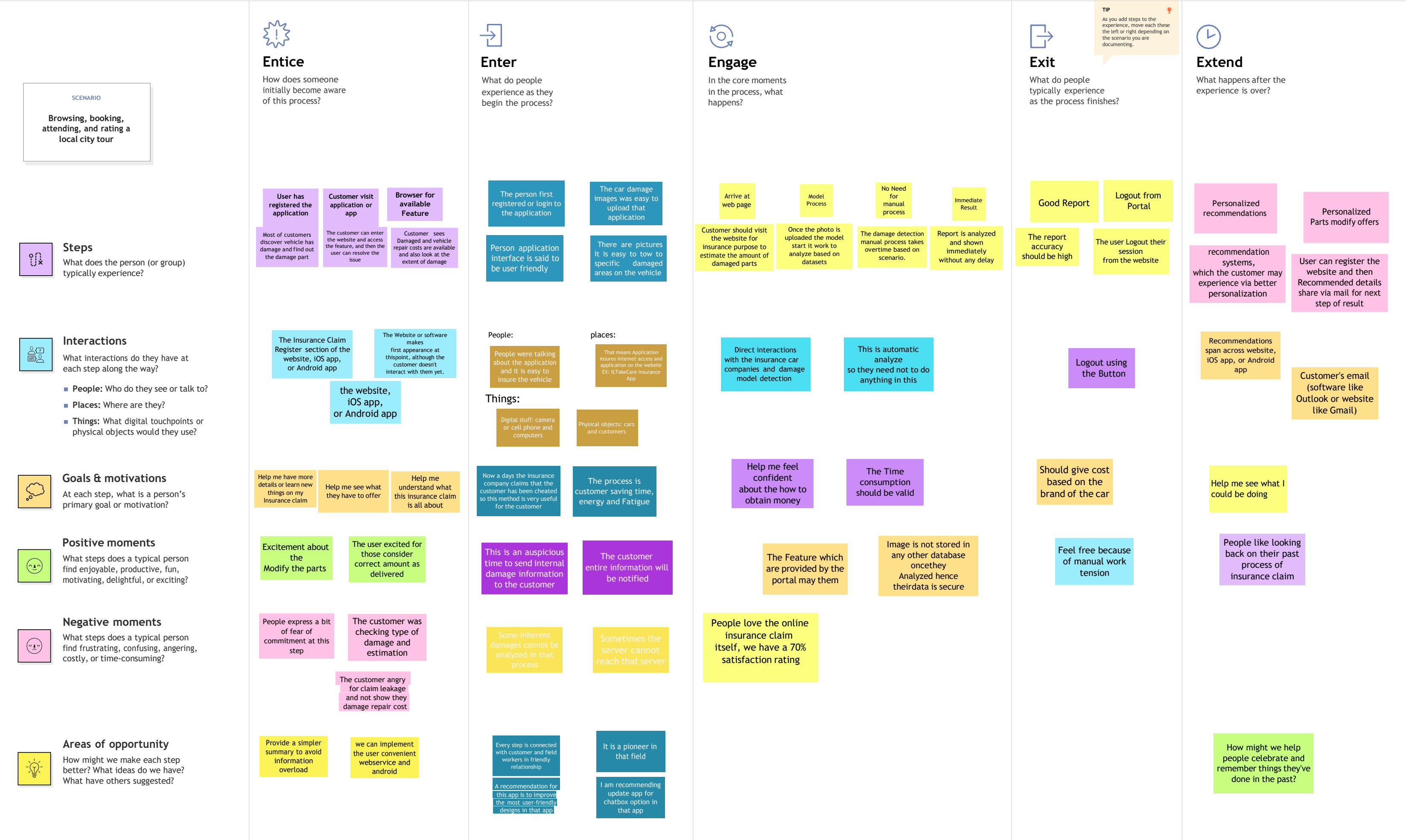


**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
[Open example](#)



## Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies

Customer Problems and Goal , Motivation , Steps , Interaction, Positive , Negative opportunity and also have explain the moment so they developed customer journey customer affected and maintain problems focus in this stage



TIP

As you add steps to the experience, move each these the left or right depending on the scenario you are documenting.

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