



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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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 of these "How do I get the left or right" depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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>Searching for a local city tour to buy</div> <div>Scrolling through a list of local city tours</div> <div>User needs to click on the local city tour they want to buy</div>	<div>Browsing about the car</div> <div>Comparing every car to buy</div> <div>User finds the car they want to buy</div> <div>They click on the car they want to buy</div>	<div>Scrolling for a car</div> <div>Choosing a car</div> <div>Clicking on the car they want to buy</div> <div>Clicking on the car they want to buy</div>	<div>Exiting after booking the car</div> <div>User of the car</div> <div>User of the car</div>	<div>Rating the car</div> <div>User of the car</div> <div>User of the car</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>They see a list of local city tours</div> <div>They see a list of local city tours</div> <div>They see a list of local city tours</div>	<div>They see a list of local city tours</div> <div>They see a list of local city tours</div> <div>They see a list of local city tours</div>	<div>They see a list of local city tours</div> <div>They see a list of local city tours</div> <div>They see a list of local city tours</div>	<div>They see a list of local city tours</div> <div>They see a list of local city tours</div> <div>They see a list of local city tours</div>	<div>They see a list of local city tours</div> <div>They see a list of local city tours</div> <div>They see a list of local city tours</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>	<div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div> <div>Help me find a local city tour to buy</div>