



# 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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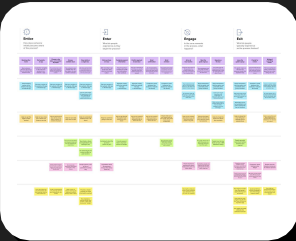
## Document an existing experience

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 these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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?
<b>Steps</b> What does the person (or group) typically experience?	Click the link for Dashboard Click the link for Story Click on the link for Report	Navigate through the loading process View the respective visualization for better understanding of the attrition Review an employee's Performance	They have a better knowledge as to attrition factors Accomplished
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touch points or physical objects would they use?</li></ul>	Redirect to a web portal through the provided links PDF which contains the link	Dashboard Reports Story	Unidentified Options to save and share the respective visualisations Process to print the reports given
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	I can solve my problem It saves my time	Gain insight regarding attrition Determine likely factors	Chose an employee for appraisal Forward the report of the employee's performance to the Organisation
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Hopeful solution Expected answers to their problems	Saves the time by Graphical Representation of the dataset Easily understand the factors for attrition through stories	Most probable and necessary decisions to be taken Inventive ways to tackle attrition problems
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Waiting for pdf Depending on an external source	Redirecting may take a while He can't visualize a Story or Report while he viewing the dashboard and vice versa	Errors while saving the EDA
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Faster Access Routes A Sense of security	Provide a link that access every type of visualization	Saving could be done as default Printing and saving options could be more blunt



### Need some inspiration?

See a finished version of this template to kick start your work.

Open example

