Template

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.

Customer experience journey ma

Use this framework to understand customer n motivations, and obsta illustrating a key scena process from start to fi When possible, use thi document and summa interviews and observa real people rather than on your hunches or ass

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	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Search for support Browser for knowledge base for issue s For resolving the customer facing problem Self resolving for a specific problem	Raising an issue Raising an issue Bringing an unsolvable problem Bringing an unsolvable problem	Waiting for the response Taking time for the agent ton respond Completely closing the ticket after resolving Waiting for the specific agent to respond	Closing the ticket Finalize the ticket closing Completely closing the ticket after resolving Either solving ticket or closing the time consuming tickets	Personalized recommendation After experiencing our user friendly website the customer can share information
Interactions What interactions do they have at each step along the way? **People:** Who do they interact with? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?	Customer Dashboard of the application Chatbot, email support	Customer and administrator Source application Chatbot, email support	Customer and agent Customer care Email notification	Customer administrator and agent Customer care application Ticket closing	Customer Email
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved 24*7 support	Fast resolving and time managed Flexible support from application Flexible support from application	Problem to be solved All time support	Managed time for accurate response Flexible navigation	Help to customer get solution for their problem
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Momentry response to customer	Most experienced agents	Managing the utilization of customer time	Agent should solve customer's problem
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Timeout tickets closure	Making false customer tickets	Waiting an hold for too long
Areas of opportunity How might we make each step better? What ideas do we have? What have earlier customers	Administrative routing Delayed response automated ticket closing	Automates navigation mapping Times responding	Time consuming ticket evaluation Speed responding	Automated ticket closure Administrated Routing System failure data loss resolving	Offer fast support Reduce waiting time

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