

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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




Need some inspiration?
See a finished version of this template to kickstart your work.
Open example

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.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	<div></div> <div><h2>Entice</h2><p>How does someone initially become aware of this process?</p></div>	<div></div> <div><h2>Enter</h2><p>What do people experience as they begin the process?</p></div>	<div></div> <div><h2>Engage</h2><p>In the core moments in the process, what happens?</p></div>	<div></div> <div><h2>Exit</h2><p>What do people typically experience as the process finishes?</p></div>	<div></div> <div><h2>Extend</h2><p>What happens after the experience is over?</p></div>
<div><div></div><div><h3>Steps</h3><p>What does the person (or group) typically experience?</p></div></div>	<div><div>Booking services</div><div>Many customers discover various devices capable of detecting gases.</div><div>Visit website or app</div><div>A customer navigates to the smart devices section of our website or app</div><div>Choose necessary parameters</div><div>Based on environmental conditions prevailing in the neighborhood</div><div>Browse available models</div><div>The customer views various devices based on their requirements</div></div>	<div><div>Start purchase of a device</div><div>After deciding avail device, they click purchase button</div><div>Complete payment information</div><div>After deciding to avail device, they click purchase button</div><div>Confirmation of Payment</div><div>They see a summary of what they are about to purchase, then they confirm the purchase.</div><div>Email confirmation</div><div>An email is immediately sent to confirm their purchase.</div></div>	<div><div>Arrive at location</div><div>The experts at our organization meet up with the customer at a provided time.</div><div>Discuss location</div><div>Experts discuss with the customer on possible and feasible locations to place sensor.</div></div>	<div><div>Installation</div><div>The device is installed in the appropriate location.</div><div>Prompt for review</div><div>The customer could review our service and device performance.</div><div>Writing & submitting review</div><div>The customer writes a review of our product and submits it for public view.</div></div>	<div><div>Purchase appears in the user profile</div><div>The previous purchases appear on the "Purchases" section of the customer profile with few details.</div><div>Personalized recommendations</div><div>Our backend recommendation system recommends devices to customers based on previous purchases.</div><div>Personalized offers</div><div>The customer may receive any personalized offers on any purchase based on previous purchases.</div></div>
<div><div></div><div><h3>Interactions</h3><p>What interactions do they have at each step along the way?</p><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></div>	<div><div>Device booking section of the website, iOS app, or Android app</div><div>Smart device section of the website, iOS app, or Android app</div><div>Smart device section of the website, iOS app, or Android app</div><div>Smart device section of the website, iOS app, or Android app</div></div>	<div><div>Smart device section of the website, iOS app, or Android app</div><div>Payment overlay within the website, iOS app, or Android app</div><div>Customer's E-mail.</div><div>Customer's E-mail.</div></div>	<div><div>Expert meet up tends to start at the site.</div><div>Direct interactions with the expert, and customer.</div><div>Discussion of optimal locations around the surroundings.</div></div>	<div><div>Experts and customers interact and installs setup</div><div>Customer's email (software like Outlook or website like Gmail)</div><div>"Leave a review" model window within the profile on the website, iOS app, or Android app</div></div>	<div><div>Previous purchases section of the profile on the website, iOS app, or Android app</div><div>Recommendations span across website, iOS app, or Android app</div><div>Customer's email (software like Outlook or website like Gmail)</div></div>
<div><div></div><div><h3>Goals & motivations</h3><p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p></div></div>	<div><div>Help me buy a suitable device.</div><div>Help me get some suggestions to buy device</div><div>Help me see what type of device I need.</div><div>Help me see what they have to offer.</div></div>	<div><div>Help me commit to the purchase.</div><div>Help me get through this payment part without too much hassle</div><div>Help me feel confident that my purchase is finalized and tell me what to do next</div><div>Help me make sure I don't forget about my purchase.</div></div>	<div><div>Help me feel confident about where to meet and who the expert is.</div><div>Help me feel good about my decision to choose the best location.</div></div>	<div><div>Help me leave the with good feelings and no awkwardness about the device.</div><div>Help me spread the word about a great service and provide watch-out and feedback for one that was not so good</div></div>	<div><div>Help me see what I've done before</div><div>Help me see what I could be doing next</div></div>
<div><div></div><div><h3>Positive moments</h3><p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div></div>	<div><div>It's refreshing to see all my necessary conditions checked.</div><div>It's a relief to look at options available for my necessities.</div></div>	<div><div>Excitement about the purchase ("Here we go!")</div><div>Current payment flow is very barebones and simple</div><div>We've heard from several people that the reminder emails were essential, especially if they looked several devices.</div></div>	<div><div>Our experts tend to be as good that people are reassured when they meet our experts.</div></div>	<div><div>People generally feel relieved after installation of device</div></div>	<div><div>People like looking back on their past trips</div><div>We think people like these offers because they have extremely high engagement rate</div></div>
<div><div></div><div><h3>Negative moments</h3><p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div></div>	<div><div>People sometimes forget to put in important environmental parameters, which leads them to discover devices can't actually be placed.</div><div>Several people expressed "information overload" as they browse</div></div>	<div><div>Trepidation about the purchase ("I hope this will be worth it!")</div></div>	<div><div>People expressed anxiety and doubt about finding our experts in the location.</div></div>	<div><div>People are unclear whether an installation tip is necessary</div><div>Customers report feeling review fatigue</div><div>People describe leaving a review as a time consuming process</div><div>We have very low review rates</div></div>	
<div><div></div><div><h3>Areas of opportunity</h3><p>How might we make each step better? What ideas do we have? What have others suggested?</p></div></div>	<div><div>Provide a simpler summary to avoid information overload</div><div>Could we automatically put in the necessary parameters?</div><div>Make it easier to compare and shop for experiences without having to click on them</div></div>		<div><div>How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?</div></div>	<div><div>How might we make it clear that tipping is appreciated but not necessary?</div><div>Could we A/B test different language to see what changes response rates?</div><div>How might we progressively disclose the full review so that each step feels more simple?</div></div>	<div><div>How might we help people celebrate and remember things they've done in the past?</div></div>