



# 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

Share template feedback

1

## 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.

## Skill/Job Recommender Application Team ID : PNT2022TMID12203

As you add steps to the customer journey, each step should include a key challenge or opportunity for improvement.

Overview Research job, learning your skills, finding related courses	Entice How does someone today perceive each of the process?	Enter What are people's experiences as they begin the process?	Engage What are people's experiences as they progress, what happens?	Exit What do people typically experience as the process tracks?	Extend What happens after the experience is over?
<b>Steps</b> What does the person go through to do this experience?	Through finding the course Through job interviews Through browsing	Adding an email address A description of job Problem Landing on a website	Get to know the job Get to know about the job Get to know the job Get to know about the job	Job selection Job selection and training	Job selection Job selection and training
<b>Interactions</b> What interactions do they have at each step along the way? • People: Who do they meet or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	Job seeker, friend Job seeker, friend Job seeker, friend Job seeker, friend	Job seeker, friend Job seeker, friend Job seeker, friend Job seeker, friend	Job seeker, friend Job seeker, friend Job seeker, friend Job seeker, friend	Job seeker, friend Job seeker, friend Job seeker, friend Job seeker, friend	Job seeker, friend Job seeker, friend Job seeker, friend Job seeker, friend
<b>Goals &amp; Motivation</b> What are they trying to achieve at each step along the way? • People: Who do they meet or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker
<b>Positive moments</b> What are some of the typical person's experiences, products, features, services, or moments?	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker
<b>Negative moments</b> What are some of the typical person's experiences, products, features, services, or moments?	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker
<b>Areas of opportunity</b> What are some of the typical person's experiences, products, features, services, or moments?	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker	Job seeker Job seeker Job seeker Job seeker



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

