



## 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, make sure there's "flow" from left to right.

SCENARIO Browsing, booking, attending, and testing a	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?
<b>Steps</b> What does the person (or group) typically experience? 	 Customer gets a message about the event Customer gets the event details Customer gets the event details	 On introduction to the event, the customer is introduced to the event Customer is introduced to the event Customer is introduced to the event	 Customer is introduced to the event Customer is introduced to the event Customer is introduced to the event	 Customer gets the event details Customer gets the event details Customer gets the event details	 Customer gets the event details Customer gets the event details Customer gets the event details
<b>Interactions</b> What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	 Customer interacts with a contact Customer interacts with a contact Customer interacts with a contact	 Customer interacts with a contact Customer interacts with a contact Customer interacts with a contact	 Customer interacts with a contact Customer interacts with a contact Customer interacts with a contact	 Customer interacts with a contact Customer interacts with a contact Customer interacts with a contact	 Customer interacts with a contact Customer interacts with a contact Customer interacts with a contact
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 To avoid feeling lost To get information about the event To get information about the event	 To avoid feeling lost To get information about the event To get information about the event	 To avoid feeling lost To get information about the event To get information about the event	 To avoid feeling lost To get information about the event To get information about the event	 To avoid feeling lost To get information about the event To get information about the event
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 Customer gets a message about the event Customer gets the event details Customer gets the event details	 Customer gets a message about the event Customer gets the event details Customer gets the event details	 Customer gets a message about the event Customer gets the event details Customer gets the event details	 Customer gets a message about the event Customer gets the event details Customer gets the event details	 Customer gets a message about the event Customer gets the event details Customer gets the event details
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	 Being a member Having a hard time Having a hard time	 Being a member Having a hard time Having a hard time	 Being a member Having a hard time Having a hard time	 Being a member Having a hard time Having a hard time	 Being a member Having a hard time Having a hard time
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	 Helping all the way Helping all the way Helping all the way	 Helping all the way Helping all the way Helping all the way	 Helping all the way Helping all the way Helping all the way	 Helping all the way Helping all the way Helping all the way	 Helping all the way Helping all the way Helping all the way