



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.

Download a worksheet with



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Document an existing experience

Narrow your focus to a specific scenario to present either 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: To create a new map, click the **Blank** button in the top right corner of the worksheet.

Process Reviewing, testing, analyzing, and selling a local city tour	Enter What does someone do to enter the process?	Engage What are the main moments in the process, what happens?	Exit What does someone typically experience at the process's end?	Extend What happens after the experience is over?
Steps What does the process (or process) typically experience?	Pre-arrival What happens before the process starts? Arrival What happens when the process starts? Departure What happens when the process ends?	Engagement What happens during the process? Engagement What happens during the process? Engagement What happens during the process?	Exit What happens when the process ends? Exit What happens when the process ends? Exit What happens when the process ends?	Post-experience What happens after the process ends? Post-experience What happens after the process ends? Post-experience What happens after the process ends?
Interactions What interactions, including those at the start and end of the process, are most important? People Who do they want to talk to? Places Where are they? Things What objects, documents, or physical objects are they using?	Pre-arrival What happens before the process starts? Arrival What happens when the process starts? Departure What happens when the process ends?	Engagement What happens during the process? Engagement What happens during the process? Engagement What happens during the process?	Exit What happens when the process ends? Exit What happens when the process ends? Exit What happens when the process ends?	Post-experience What happens after the process ends? Post-experience What happens after the process ends? Post-experience What happens after the process ends?
Goals & motivations What does someone want to achieve? Goals What are their goals? Motivations What are their motivations?	Pre-arrival What happens before the process starts? Arrival What happens when the process starts? Departure What happens when the process ends?	Engagement What happens during the process? Engagement What happens during the process? Engagement What happens during the process?	Exit What happens when the process ends? Exit What happens when the process ends? Exit What happens when the process ends?	Post-experience What happens after the process ends? Post-experience What happens after the process ends? Post-experience What happens after the process ends?
Positive moments What moments, including those at the start and end of the process, are most enjoyable, surprising, or exciting?	Pre-arrival What happens before the process starts? Arrival What happens when the process starts? Departure What happens when the process ends?	Engagement What happens during the process? Engagement What happens during the process? Engagement What happens during the process?	Exit What happens when the process ends? Exit What happens when the process ends? Exit What happens when the process ends?	Post-experience What happens after the process ends? Post-experience What happens after the process ends? Post-experience What happens after the process ends?
Negative moments What moments, including those at the start and end of the process, are most frustrating, surprising, or disappointing?	Pre-arrival What happens before the process starts? Arrival What happens when the process starts? Departure What happens when the process ends?	Engagement What happens during the process? Engagement What happens during the process? Engagement What happens during the process?	Exit What happens when the process ends? Exit What happens when the process ends? Exit What happens when the process ends?	Post-experience What happens after the process ends? Post-experience What happens after the process ends? Post-experience What happens after the process ends?
Areas of opportunity What might we do better, faster, easier, or cheaper? Opportunities What are the opportunities? Recommendations What are the recommendations?	Pre-arrival What happens before the process starts? Arrival What happens when the process starts? Departure What happens when the process ends?	Engagement What happens during the process? Engagement What happens during the process? Engagement What happens during the process?	Exit What happens when the process ends? Exit What happens when the process ends? Exit What happens when the process ends?	Post-experience What happens after the process ends? Post-experience What happens after the process ends? Post-experience What happens after the process ends?

