

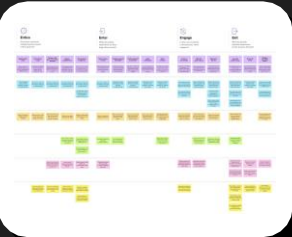


Customer experience journey map

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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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.

SCENARIO Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	<div>Tracking of product availability</div> <div>Aim to fulfill the future requirements</div> <div>Proper stock maintenance</div>	<div>Stock Tracking System</div> <div>Optimized user interface</div>	<div>Limit the unnecessary stock</div> <div>Identifying most valuable stock</div>	<div>Efficient Stock management</div> <div>Better Inventory Accuracy</div>	<div>Track data concerning return items</div> <div>Display the sales rate</div>
Interactions What interactions do they have at each step along the way? <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>User able to register by their own</div> <div>Website</div> <div>Only registered or authorized user can be able to login into the application</div>	<div>Creation of Retailer account without admin support</div> <div>E-mail</div> <div>Display of Dashboard containing stock details</div>	<div>Each information should be maintained and stored</div> <div>Live Chat bot</div> <div>Adding stock details</div>	<div>Retrieval of Retailer location</div> <div>Search Engine optimization</div> <div>Deleting stock details</div>	<div>Selection of stock report duration</div> <div>Social media channels</div> <div>Display stock categories</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Keep their inventory data safely recorded</div> <div>Enrich the facilities to maintain the stock</div>	<div>Inventory visibility</div> <div>Having sufficient supply</div>	<div>Just-in-Time Inventory (JIT)</div> <div>Batch Tracking</div>	<div>Cost effective storage</div> <div>Scale or shrink the production of goods</div>	<div>Saves money</div> <div>Reduces time</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Mail notification when the minimum stock limit is reached</div> <div>Graph Analysis</div>	<div>Cost Savings</div> <div>Greater Insights</div>	<div>Avoiding Stockouts and Excess Stock</div> <div>Increased Profits</div>	<div>Schedule maintenance</div> <div>Automated Reordering</div>	<div>Automated In-Stock information</div> <div>Increased information transparency</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Some methods and strategies of inventory management can be relatively complex to understand</div> <div>Production Problem</div>	<div>System crash due to enormous data storage</div> <div>Changing demand</div>	<div>Evolving Packaging</div> <div>Poor Production Planning</div>	<div>Supply Chain Complexity</div> <div>Inconsistent Tracking</div>	<div>Managing Warehouse Space</div> <div>Insufficient Order Management</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Retrieval of Retailer location</div> <div>Identifying least valuable stock</div>	<div>Graph analysis</div> <div>Updating stock details</div>	<div>Centralized Tracking</div> <div>Demand Forecasting</div>	<div>Transparent Performance</div> <div>Expanding production portfolio</div>	<div>Stock Auditing</div> <div>Reduce Human Error</div>