



# 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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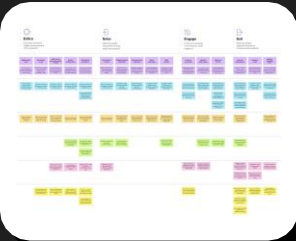
## Document an existing experience

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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Visit website</div> <div>upload image</div> <div>Scan image</div> <div>The customer navigates to the upload section of our website</div> <div>The customer has to upload the image if he has the soft copy of the image.</div> <div>The customer has to scan the handwritten digits</div>	<div>Start uploading/ Scanning image</div> <div>Experience the output</div> <div>If the customer wants to upload the image, he will upload it or else he will scan it</div> <div>The customer will view the digitized output</div>	<div>Checking the image</div> <div>Process the image</div> <div>After the correct recognition of digits, the customer will be satisfied</div> <div>Checks whether customer has uploaded the correct handwritten image</div> <div>After checking the image, it will start processing the image.</div> <div>After successful recognition of digits, the customer will be satisfied, since they got their recognized digits correctly</div>	<div>Leave the website</div> <div>After the correct recognition of digits, the customer will be satisfied</div>	<div>Personalized Recommendation</div> <div>After experiencing our user friendly website the customer can share information with their friends and neighbours</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Upload image section of the website</div> <div>Scan image section of the website</div> <div>Digitized output section of the website</div>	<div>Upload or scan image section of website</div> <div>Output section</div>	<div>Pop up message of website</div> <div>Output section of website</div>	<div>Interaction with the banker</div>	<div>Recommendation span across website</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to find the right website</div> <div>Help me to identify handwritten digits</div> <div>Help me to avoid wrong recognition of handwritten digits</div>	<div>Help me to upload or scan the image</div> <div>Help me to recognize the digits</div>	<div>Help me to check whether the uploaded image is correct or not</div> <div>Help me to feel confident about recognized digits</div>	<div>Help me leave the website with good feelings and satisfaction.</div>	<div>Help me to suggest others to make use of the website</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>It's exciting when the digits are recognized correctly</div> <div>It's productive when the digits are recognized fastly</div>	<div>Excitement for digit recognition</div> <div>It's very essential to get correct recognition of digit</div>	<div>This application tends to be good, since the digits are recognized correctly</div> <div>We get a satisfaction feeling after getting correct result</div>	<div>People while leaving the application feels delighted</div>	<div>We think people like these recommendations because they are satisfied</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>People sometimes upload wrong images</div> <div>People express a bit of fear of digits to be recognized correctly</div> <div>People may upload the blurred images</div>	<div>People might feel difficult to upload/ scan the image</div>	<div>Some people are unclear while uploading or scanning the image</div> <div>People feel peer pressure while the image is being processed</div>		
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Could we get a error message when wrong images uploaded</div> <div>Could we get a message when the image is recognized correctly</div>	<div>Could we get any help during the process</div>	<div>Could we get any help during the process</div>	<div>Can we get history of recognized digits</div>	<div>How might we know that the customer feels good and satisfied ?</div>



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