

## Customer experience journey map

This is used to understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish and to 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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.





