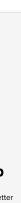


## Customer experience journey map

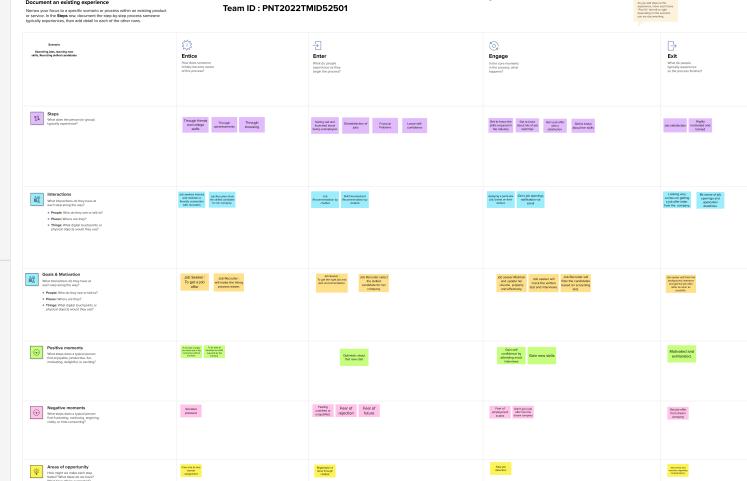
Use this framework to better understand customer needs. motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product School

Share template feedback



Document an existing experience



Skill/Job Recommender Application

IBM-Project-27159-1660048023

Extend

Shares the reaintoin a friendly experience gained in ter job journey. recruiters.

Job seeker will Job seeker will not gain a good fired from her career growth. company.

Professional growth Financial security and improvement in her attitude.



