

# 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.

Created in partnership with

Product School

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### Document an existing experience

**SCENARIO** 

Steps

Interactions

each step along the way?

What interactions do they have at

Places: Where are they?

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

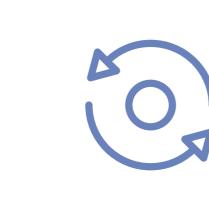
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

# Adding wallet balance, tracking, saving and monitoring expenses

# How does someone initially become aware

of this process?

What do people experience as they begin the process?



## Engage

In the core moments in the process, what



As you add steps to the

"Five Es" the left or right

The customer experiences the well organized management of finances

# What do people

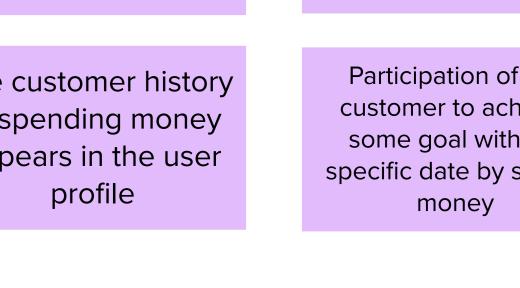
typically experience as the process finishes?



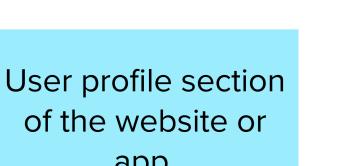
## **Extend**

What happens after the experience is over?



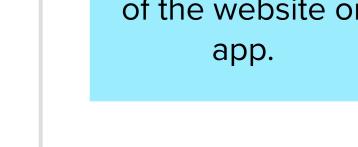


Participation of the customer to achieve some goal within a specific date by saving money

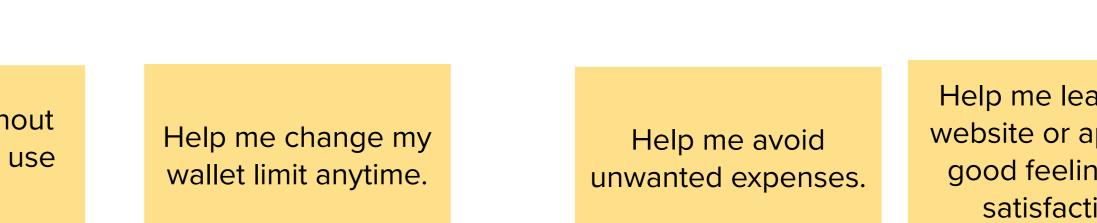


Logout section of the website or app.







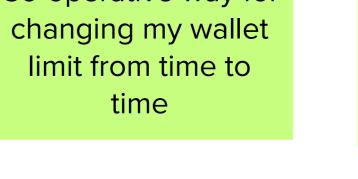


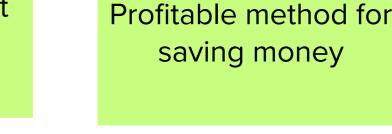


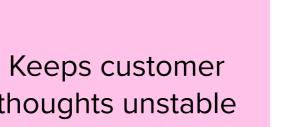


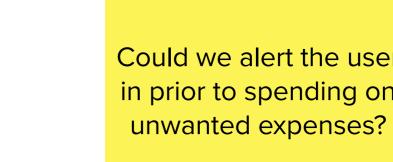






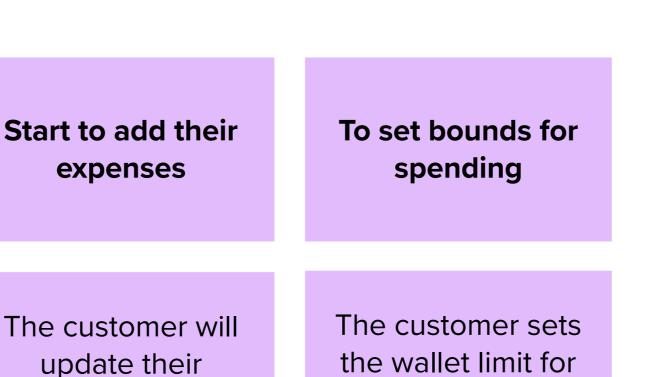


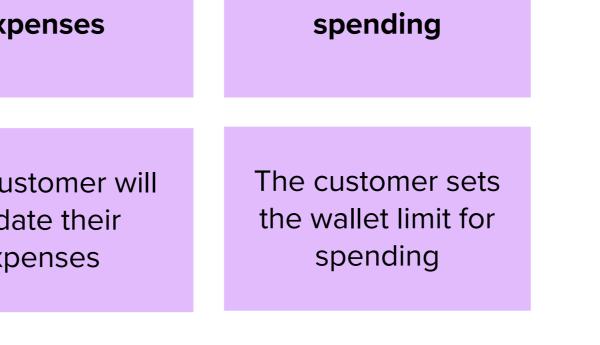




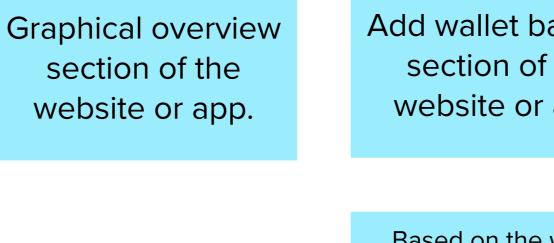


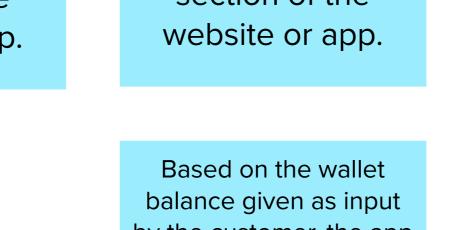
### Enter



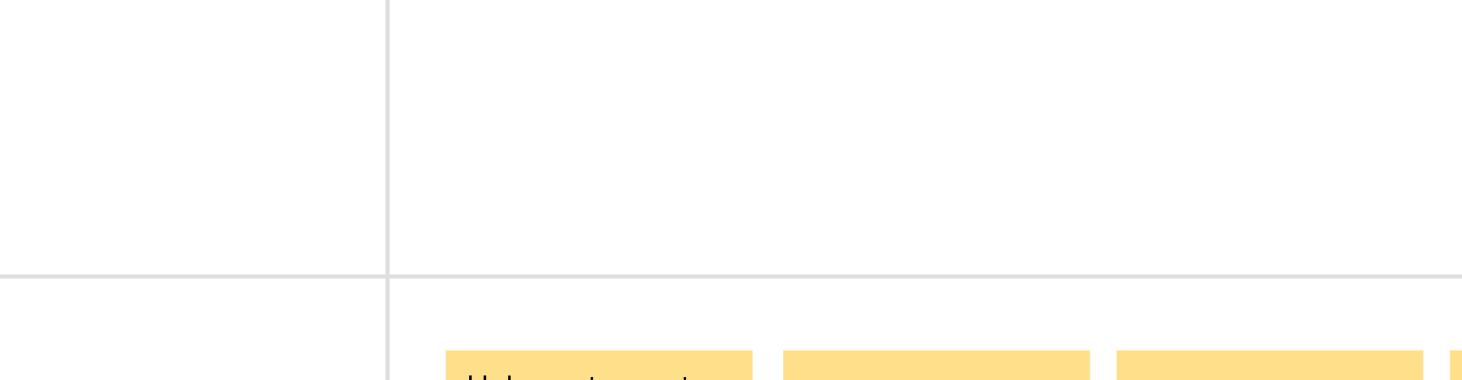




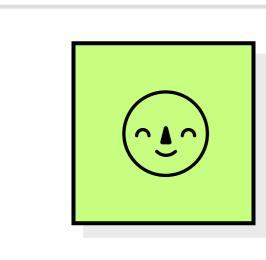




It may suggest some plans which is not suitable for the customer and they start to dislike this

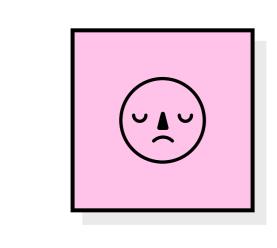


**Goals & motivations** At each step, what is a person's ("Help me..." or "Help me avoid...")



### **Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



## **Negative moments**

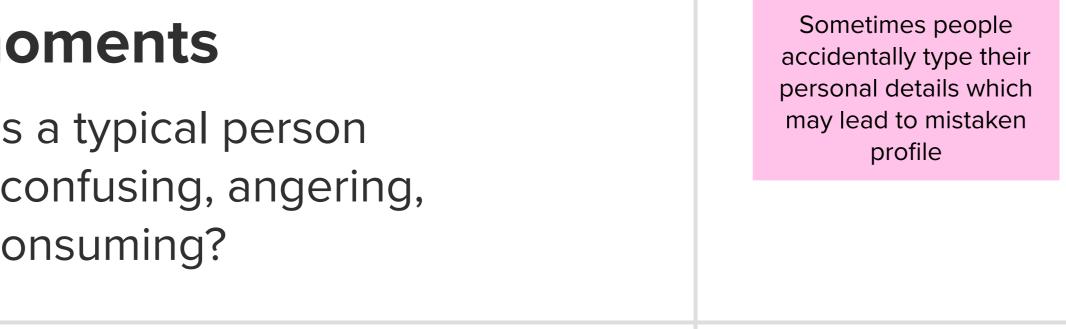
Areas of opportunity

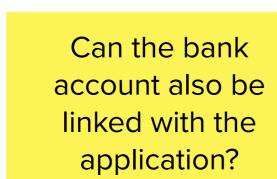
How might we make each step

better? What ideas do we have?

What have others suggested?

What steps does a typical person





The customer adds their email, mobile number to be notified

The customer adds the balance he had currently in his wallet

