

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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Figure 1: Schematic representation of the experimental design. The figure shows a timeline of the experiment with four phases: Baseline, Training, Transfer, and Test. Each phase is represented by a bar chart showing the number of trials (n) for each condition (e.g., 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000). The conditions are color-coded: blue for 'No feedback', red for 'Feedback', green for 'No feedback', and yellow for 'Feedback'. The phases are separated by vertical lines. The 'Baseline' phase is the longest, followed by 'Training', 'Transfer', and 'Test'.



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.

TOP

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

[illegible]

Need some inspiration?
See a finished version of this template to kickstart your work.

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