Template

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

Share template feedback

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.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	**create awareness** By conducting awareness programs , they come to know about the seriousness of this disease. **knowledge of disease** Getting clinical info from the patients who are affected.	**Taking healthy food** As people come to know about the disease , they intake hygienic foods in order to protect themselves from CKD. **Taking tests** Patients begin to take blood test and urine test to check the presence or absence of albumin.	**Results** **Problems** **The test results may give a data that the persons got affected due to CKD.** **problems** **The problems people face during the analysis of this disease is some may already get affected due to CKD and that wasn't predicted early**	**Cured** Once the people start intaking hygienic food , the result of it will be NIL affected CKD persons.	**Experience** People start spreading the awareness about this disease to their neighbours and make them guard themselves from it.
Interactions What interactions do they have at each step along the way? ■ **People:** Who do they see or talk to? ■ **Places:** Where are they? ■ **Things:** What digital touchpoints or physical objects would they use?	Keeping interaction with neighbours who have knowledge about this Contacting doctors and nurses in hospitals and taking necessary actions. Using the technology urine test and blood test are taken to predict the disease	When the process begins , the people come to know about the already affected CKD persons. Knowing about the symptom of the disease. Also getting information from doctors	The interaction during the process is made easy the people get more information from the relatives , doctors and neighbours.	During exit they share all the interacted information to others in order to provide awareness about CKD.	The interactions that have been made until now will be shared to other people.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The Primary goal is to avoid the spreading The main goal is to spread the awareness through doctors and other medical fields officers	The goal mentioned here will be achieved slowly as the process begins. The spreading of information starts from here.	The experience that have been gained throughout the process will be shared to other people also.	Once the process is completed the experience that people gain here is spreading all the information about CKD allover.	Once the experience is shared everyone knows about this disease.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	When the test results are negative, the people will be happy as they are not affected.	They feel happy as they are not affected. The fear of people from being affected will be gone	Once when the person comes to know that they are not affected , they regularly take general full body check ups And regularly have hygienic food	if the person is not affected to CKD , then they follow a healthy manner life style with excersise	The extension of this is they will take regular tests.
Areas of o…ity How might we… better? What… step …have?	The person may feel anxious of getting affected due to CKD. Others suggest to conduct a food camp for healthy and hygienic food So that people may know about what are foods to be consumed.	Initially when the person come to know that they got affected from CKD , they get anger or fear of not taking care of their health. So the starting process involves people take tests and confirm whether they are affected from CKD or not. The beginning of this is collecting creative ideas from others. Implementing those ideas in the process	The core moment here one gets emotionally breakup and lose hope on life as they have this disease. the core moments here is to implement others' ideas into this process	As they have experienced the symptoms of CKD and got cured, they will be more aware of it. The final touch of the process is making everyone to know about the CKD	The extension of this not getting affected another time. The extension is everyone at last knows how to keep themselves protected from this serious disease

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →