

# 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

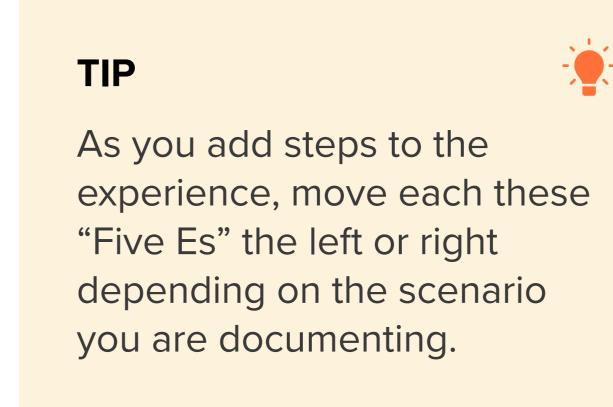


Product School



### 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.



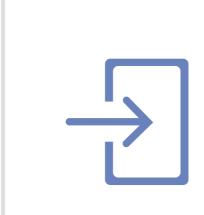
**SCENARIO** Browsing, booking, attending, and rating a

local city tour



### **Entice**

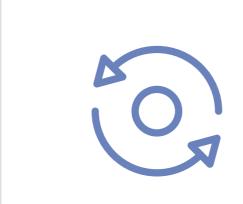
How does someone initially become aware of this process?



# **Enter**

What do people experience as they begin the process?

User have install this application to use.



### Engage

Have gained

Prepared to face the normal people

In the core moments in the process, what happens?



What do people typically experience as the process finishes?



## Extend

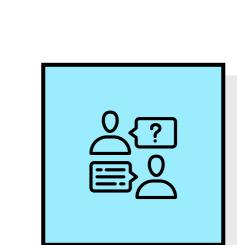
What happens after the experience is over?







Conversation



#### Interactions

Steps
What does the person (or group)

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

Places: Where are they?

available

Many customers search for online conversions.

**Audio recognition** and signs are

The information

are recorded

starts when you enter the application.

direct interaction

Communication

The user look for application when they need to

between people.

Often takes place at

the same place where

the group meet the guide, but not always.

They are well prepared.

across websites

after accessing the

If the user wants to interact with the person they are suggested with related contents.



#### Goals & motivations

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

sign language

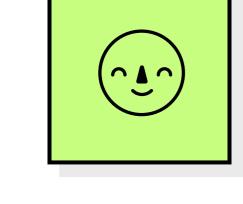
Take a look on website

A purchaser negotiates to section of our application.

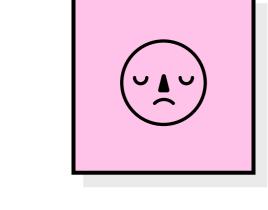
into sign without any hassle.

**Bold to take** 

Help me leave the application with



will be helpful in





What have others suggested?

