



# Customer experience journey map

Use this framework to illustrate a significant scenario or process from beginning to end in order to better understand the demands, motivations, and challenges of your customers. Use this map to record and summarise conversations and observations with actual individuals whenever you can, as opposed to depending on your gut or preconceptions.

Created in partnership with **Product School**



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## 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 booking, participating in, and rating a neighbourhood city tour	Entice How does one first become familiar with this process?	Enter What feelings do people have as the procedure starts?	Engage What takes place at the crucial stages of the process?	Exit What normally happens to people when the procedure is over?	Extend What happens after the experience is over?
<b>Steps</b> How does one first learn about this procedure?	<div>Customers can predict the prices of crude oil</div> <div>Crude oil price history can be verified by customers using our tool</div> <div>Comparison of the old and predicted prices is available to the customer</div> <div>Oil prices can be viewed in real-time, including live charts, by the customer</div> <div>A customer predicts when to buy and sell crude oil at the right price</div> <div>It is possible for a customer to differentiate crude oil curves</div>	<div>Register or Login</div> <div>An application tour is visible to our customers</div> <div>An examination of the application's various features can be carried out by the customer</div> <div>We ask our customers to create a new account or log in if they already have one</div>	<div>Search date facility</div> <div>Select date facility</div> <div>Description</div> <div>In order to see the prices, the customer searches for the dates for which they want to see it</div> <div>To analyze prize details, the customer selects a date</div> <div>It is possible for the customer to view the price reasons</div>	<div>Logout</div> <div>When the customer finishes providing feedback, he or she logs out of the app</div>	<div>News notification</div> <div>The customer could receive daily information about crude oil automatically</div>
<b>Interactions</b> What encounters do they have along the route at each stop? Who do they interact with or see? <ul style="list-style-type: none"><li>Where are the places?</li><li>What tangible items or digital touchpoints would they use?</li></ul>	<div>Dates of future Prices</div> <div>History of prices</div> <div>News</div>	<div>Sign-Up Section</div> <div>Application dashboard</div>	<div>Price detail section</div> <div>Price history section</div>	<div>Log out section</div> <div>Feedback section</div>	<div>Mail</div> <div>SMS</div>
<b>Goals &amp; motivations</b> What is the person's main objective or driving force at each stage? ("Help me," "Avoid me," or "Help me")	<div>Makes it possible for customers to predict the future price of crude oil</div> <div>The customer can determine when to sell or buy crude oil</div>	<div>The customer can determine when to sell or buy crude oil</div> <div>The customer can determine when to sell or buy crude oil</div>	<div>To select the date</div> <div>To know the prices</div>	<div>Application improvements are made possible by feedback</div> <div>Satisfaction of customer</div>	<div>Speed up the login process for applications</div> <div>Improve convenience</div>
<b>Positive moments</b> What actions are typically joyful, fruitful, entertaining, inspiring, lovely, or exciting?	<div>Gain from crude oil forecasting</div>	<div>With an account, you will be able to access all features of the application</div>	<div>Ability to find out about the delay of selected flights</div>	<div>An application's performance can be improved with feedback</div>	<div>Enhances customer convenience</div>
<b>Negative moments</b> What actions would a typical person find difficult, annoying, upsetting, expensive, or time-consuming?	<div>Stress and despair can be brought on by price increases.</div>	<div>Entering credentials always takes more time</div>	<div>Manually selecting the desired date is an additional burden for the user</div>		
<b>Areas of opportunity</b> How can we improve each step? What concepts exist? What advice have others offered?	<div>Based on their account information, customers can access information on crude oil prices.</div>	<div>Provide the option to sign up with a Google or other social media account</div>	<div>Improve crude oil prediction accuracy</div>	<div>It takes less time to rate instead of consume</div>	<div>It is possible to alert the user via e-mail or SMS</div>