



# 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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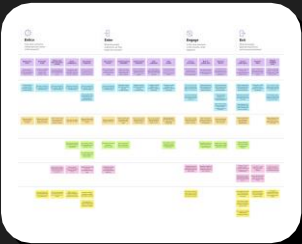


## Document an existing experience

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.

<div></div> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Car Research</div> <div>Many buyers of automobiles make their decisions on how the vehicle seems or people are accustomed to</div> <div>Needs</div> <div>Making a list of your possibilities will enable you to decide what sort of car would best meet your needs.</div> <div>Resale Value</div> <div>The value of a car as it depreciates over time is its residual or resale value.</div>	<div>Fulfillment</div> <div>There is considerably more significance to this new car than there is.</div> <div>Responsibility</div> <div>The priority should be maintenance</div> <div>Financing</div> <div>Comfortably deal with the cash</div>	<div>Reliability, safety features, and resale value all influence purchasing decisions constructively.</div> <div>A car will serve as a status sign for the customer</div>	<div>The owner of the car will be able to address any concerns about the vehicle</div> <div>After prediction of the car the customer will be redirected to the review page</div>	<div>Confidence level will be increased</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div>Look through the website's hundreds of models.</div> <div>Select the ideal car from the wide selection on the internet that meets our criteria.</div>	<div>Examine each vehicle, by opening the doors, trunk, and bonnet</div> <div>Verify the speedometer, interior, and other aspects of the vehicle, etc.</div>	<div>Reserve the car of his/her own choice</div> <div>In the case of purchase, the amount will be adjusted against the total amount</div>	<div>After the completion of the car booking our team will contact the customer</div> <div>The email will be send to the customer when the booking is completed</div>	<div>The car will be delivered to your doorstep</div> <div>Test drive the car and complete the payment</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>The sale goal of this general-purpose technique for estimating resale value is to estimate the amount that the user can probably get.</div> <div>The project's objective is to examine the accuracy of several tools and methodologies for evaluating used car pricing.</div>	<div>The primary goal is to estimate the car's fair resale value</div> <div>Cars are looked after to be reconditioned to near-new condition.</div>	<div>Wanted to chat with sellers to know more details</div> <div>Customer can find the unauthorized cars easily</div>	<div>Driven to purchase an old vehicle because the depreciation rate is lower</div> <div>Upgrade the parts that are most affordable</div> <div>Help the customer to see their history</div>	<div>Insurance is cheaper and the customer need not pay additional charges.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Privacy and Choice, Safety</div> <div>Freedom to choose a car</div> <div>Feel free to ask queries</div>	<div>Getting insurance and a car is a long-term investment.</div>	<div>Owning a car is a greatest responsibility</div>	<div>Getting the clear procedures</div> <div>Customer feel refreshed</div>	<div>Customer can get all details about the prices and quality etc.,</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>A new car is made to order when you buy one. But with an used car, you get what you paid for.</div> <div>whether or not to believe the webpag</div>	<div>Any problems with the car may entirely put the responsibility on our hands.</div>	<div>Some dealership will provide warranties, but they are usually very limited.</div> <div>One of the biggest problems with used car is that people do not know who has owned before.</div>	<div>Unfortunately, it is possible that consumers who buy the old cars won't be able to get trustworthy financing</div> <div>Majority of the customer lack the funds necessary to purchase one right-br style="user-select: auto;"&gt;</div>	<div>Tension free driving</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>To Find Valuable CUSTOMER</div> <div>To give additional features</div>	<div>Feedback from the customers.</div> <div>Consider both positive and negative reviews</div>	<div>Consider both positive and negative reviews</div> <div>Providing Proper details to the customer</div>	<div>Clarify their doubts Immediately</div> <div>Giving the proper Guidelines to the customer</div>	<div>Identify the customer desire needs</div>



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