

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.

Product School



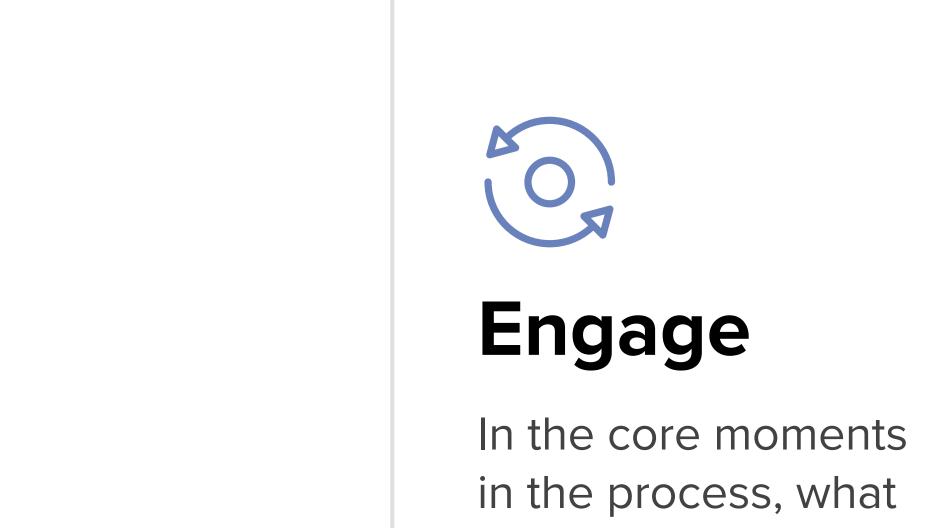


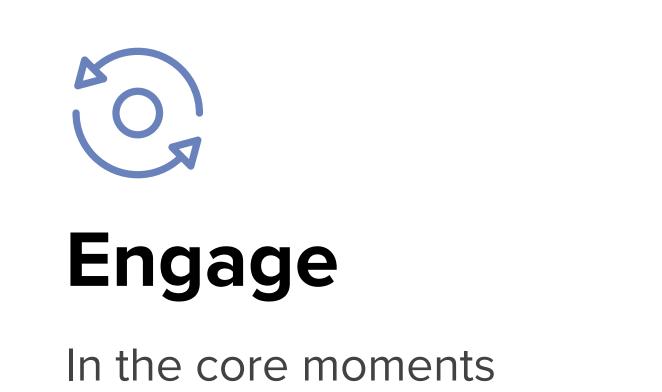
Document an existing experience

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.

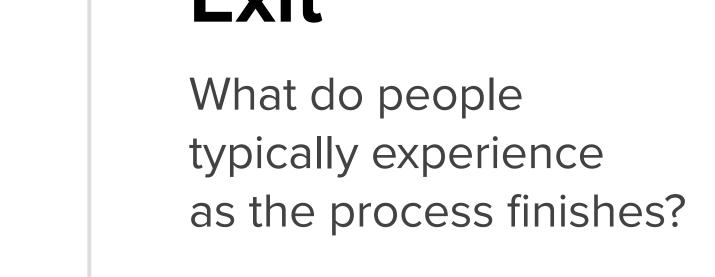
		How does someone initially become aware of this process?		
O () ×	Steps What does the person (or group) typically experience?		Browse available Policy Searching for other Insurance	
	 Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 		Client customer support Initiating the app and click in file a claim	
	Goals & motivations At each step, what is a person's		Help me for car insurance claim process	









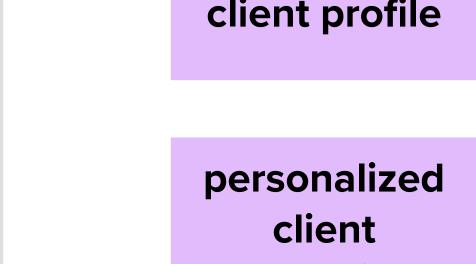




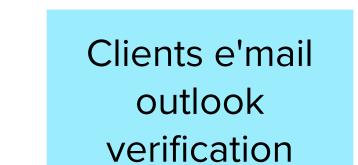
Extend

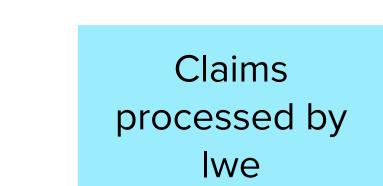
What happens after the experience is over?

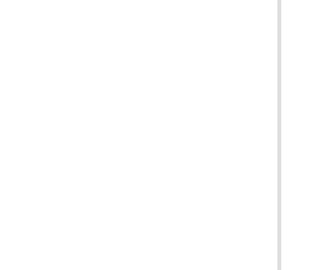


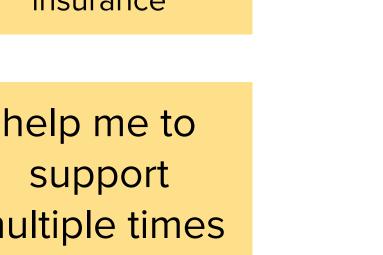


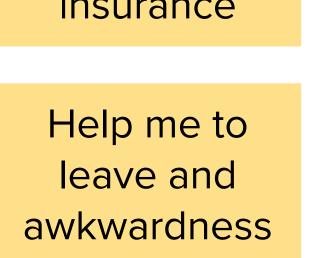


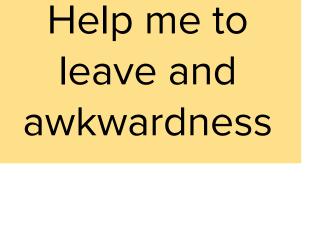


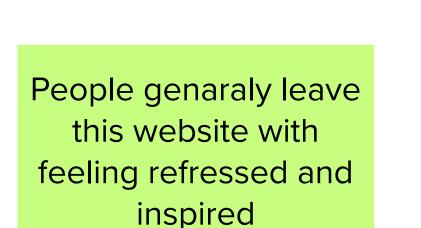


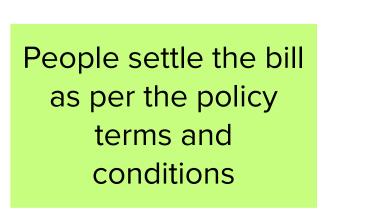


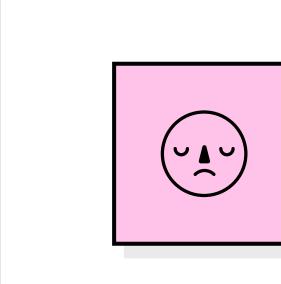












Negative moments

Areas of opportunity

How might we make each step

What have others suggested?

better? What ideas do we have?

Positive moments

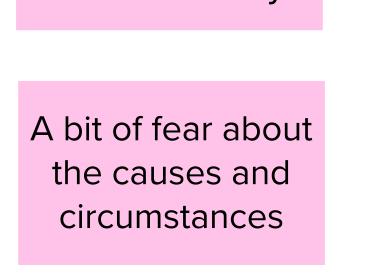
What steps does a typical person

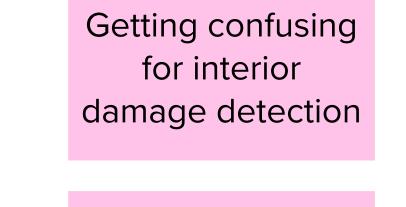
motivating, delightful, or exciting?

find enjoyable, productive, fun,

("Help me..." or "Help me avoid...")

What steps does a typical person





Help me further fee for insurance

Enter

What do people

Filling up the form to open new policy and to claim

experience as they

begin the process?

