




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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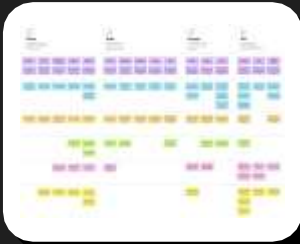
Document an existing experience

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>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div> Entice</div> <div>How does someone initially become aware of this process?</div>	<div> Enter</div> <div>What do people experience as they begin the process?</div>	<div> Engage</div> <div>In the core moments in the process, what happens?</div>	<div> Exit</div> <div>What do people typically experience as the process finishes?</div>	<div> Extend</div> <div>What happens after the experience is over?</div>
<div> Steps</div> <div>What does the person (or group) typically experience?</div>	<div>FRUSTRATIONS</div> <div>waste collector gets fed up because of constantly checking the bins</div>	<div>Dilemma</div> <div>The employer grows uneasy due to increase in expense because of scouting</div>	<div>confrontation</div> <div>after arrival at the location the collector has to deal with the spilled waste</div>	<div>Negligence</div> <div>recklessness and unthoughtful actions and not dealing with situation</div>	<div>Outcome</div> <div>undraft waste ultimately leads to contamination</div>
<div> Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div>Surveillance</div> <div>continuous monitoring of the levels of bins by means of mobile application</div>	<div>Alerts</div> <div>gets timely alerts upon the overflow of data</div>	<div>Route Optimization</div> <div>provides with best possible routes towards destination</div>	<div>Forecasting</div> <div>Provides an insight means of database</div>	<div>Scheduling</div> <div>provides a routine or timely pickup</div>
<div> Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Reachingout to someone to take care of fills</div>	<div>Request assistance in timely pickup</div>	<div>efforts to minimise the expenditure</div>		<div>refreshing atmospheric conditions to public</div>
<div> Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>It is easy to collect the waste</div>	<div>Time and fuel is saved</div>	<div>No need of continuous manual monitoring</div>	<div>Economically beneficial</div>	<div>Cleanliness of streets</div>
<div> Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Inability to access</div>	<div>Lack of training to the Personnels</div>	<div>Temporary server down</div>	<div>Incompetence to use the technology</div>	<div>Startup cost</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>Stability Considerations</div>		<div>compactability</div>	<div>Incompetence to use the technology</div>	<div>maintenance problem scenario</div>



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