



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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Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example →](#)



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

Steps

What does the person (or group) typically experience?

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

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?

User can intract with the admin by using help section.

User can make use Gmail for notification

Admin should monitor whether it works perfect.

Notification will be provided when user exceeds the budget.

Goals & motivations

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

Track their expenses.

Helps me to spend money without discomfort

helps me to get help in case of discomfort.

Help me in recovery from the loss of money.

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Comfortable and secure to use.

Spending money with this app is more exciting.

Fast responce to the problem.

Feeling safe since the recovery.

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Frustrated when app gets hanged.

People think that their personal details might have sold.

Miscalculation by the system may cause issues

Time delay

Stress over the situation.

There is also the possibility of certain critical situations occuring.

Detedction can be made quicker.

Response time can be improved.

Analysed report is given in the form of bar chart or pie chart.

In case of exceeding the budget notification will be provided.

How the personal expense tracking app can be improved.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

better? What ideas have others?