

## 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

Share template feedback



## 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.

## PROJECT: WEB PHISHING DETECTION TEAM ID:PNT2022TMID33847

**Extend** 

User can

save their

login id for

further use.

What happens after the

User can share

their feedback

using feedback

User can

share their

and app to

experience is over?

