

## 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.







## 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.

Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	Reduced overflows  No missed pick ups	Reduction in Collection Cost  Waste Generation Analysis			
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?	Touchpoints:Websites,Mobile applications,emails,as well as live chats		user registration feedback		
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Preventing the environment arising from wastes and provision of recycling		Reduction of pollution		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Positive and Excited  Satisfied and Happy				
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Uncertain and Curious  Disappointed and Anticipating				
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Circular safety data sheets  Proper segregating and minimizing waste  Review Compliance				