



## 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.

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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.

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TIP

As you add steps to the experience, move each item "Plus 5" five left or right depending on the scenario you are documenting.

SCENARIO 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?
<b>Steps</b> What does the person (or group) typically experience?	Tracking of product availability Does it fulfill the future requirements?	Proper stock maintenance	Stock Tracking System Optimized user interface	Limit the unnecessary stock Identifying most valuable customer stock	Efficient Stock management Better Inventory Accuracy Track date concerning when items Display the sales rate
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Clear signs to register by their own Website	Only registered as authorized user can be able to sign into the application	Creation of Number account without custom support Display of Dashboard containing stock details Email	Stock information should be maintained and stored Adding stock details Live Chatbot	Retention of Buyer's location Deleting user details Selection of stock stock duration Display stock categories Search Engine optimization Transfer stock channels
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Keep their inventory data safely recorded	Fetch the facilities to maintain the stock	Inventory visibility Having sufficient supply	Just-in-Time Inventory (JIT) Stock Tracking	Cost effective storage Scale or optimize the production of goods Save money Reduce time
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Real notification when the inventory items need to be restocked	Graph Analysis	Cost Savings Greater Insights	Building Blockchain and Smart Stock Increased Profits	Schedule maintenance Automated Monitoring Advanced in Stock Information Increased information transparency
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Some individuals and organizations may be uncomfortable in the environment	Production Problem	System crash due to excessive data storage Changing demand	Building Packaging Poor Production Planning	Supply Chain Complexity Inconsistent Tracking Managing Warehouse Space Insufficient Order Management
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Real-time of Product location	Identifying stock information stock	Graph analysis Optimizing stock levels	Controlled Tracking Demand Forecasting	Transparent Performance Expanding production portfolio Stock Auditing Reduce Human Error