

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP



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.

© owned to participating users
Product School

Show template feedback

2

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.

TP
As you add steps to the experience, make sure those "from" and "to" labels on the left and right, respectively, of the experience you are documenting.

Process Browsing, booking, attending, and rating a local (50 mile)	Entice How does someone (if they become more of the process)?	Enter What on 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 steps does the person (or group) typically experience? 1. User enters each page of the website 2. User enters search page 3. User enters search results page 4. User enters search results page 5. User enters search results page	Entice User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Enter User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Engage User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Exit User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Extend User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page
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?	Entice User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Enter User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Engage User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Exit User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Extend User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page
Goals & motivations At each step, what is a person's primary goal or motivation? ("I'd like to see..." or "I'd like to do...")	Entice User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Enter User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Engage User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Exit User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Extend User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page
Positive moments What steps does a typical person find enjoyable, surprising, fun, interesting, delightful, or useful?	Entice User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Enter User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Engage User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Exit User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Extend User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Entice User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Enter User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Engage User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Exit User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Extend User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page
Areas of opportunity How might we make each step better? What ideas do we have? What have all our suggestions?	Entice User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Enter User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Engage User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Exit User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page	Extend User enters each page of the website User enters search page User enters search results page User enters search results page User enters search results page



Need some inspiration?
See a detailed example of the template in action on the right.

Open example

