Template

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

Share template feedback

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.

TIP

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

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?

About this app

People can view and learn about this application from the description of the app.

Enter

What do people experience as they begin the process?

Tracking

As soon as the user enters the input tracking should start.

Engage

In the core moments in the process, what happens?

Detection

Detects the situation like when expense exeed over the income.

Exit

What do people typically experience as the process finishes?

Recovery

Save the person from exceeding the budget.

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 exeeds the budget.

After their experience the user feels safer in situations that they can detected quickly.

Goals & motivations

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

Track their expences.

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.

suggest others about how safe the app is.

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.

Dedection 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.