

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

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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.

People also ask
How do you Analyse
employee attrition
data?
To calculate the
attrition rate for your
company in one year

you take the number of employees or customers that left


and divide it by the average number of customers or employees.

The survey, which asked

executives about their

experience, move each these "Five Es" the left or right

presented a



The metrics offer

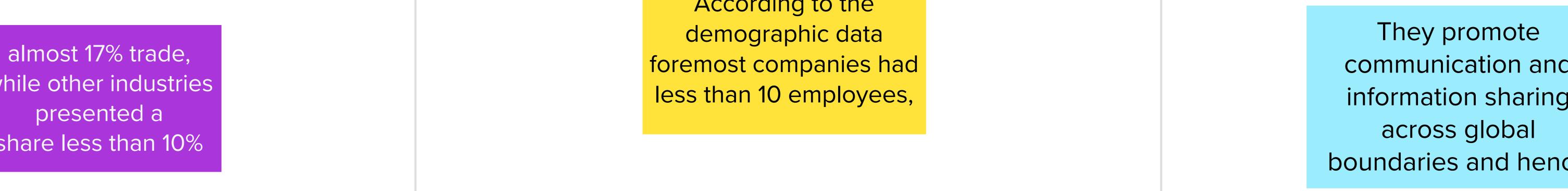
accuracy in

terms of the

reasons given by

employees

themselves.



through common