


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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● TEAM ID :PNT2022TMID15154 PROJECT:UNIVERSITY ADMIT ELIGIBILITY PREDICTOR

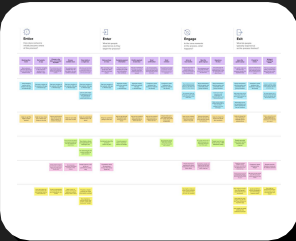
Document an existing experience

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	Searching, Predicting and Applying for the admission	Entice	Enter	Engage	Exit	Extend
Steps						
Interactions						
Goals & motivations						
Positive moments						
Negative moments						
Areas of opportunity						



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