



Customer experience journey map

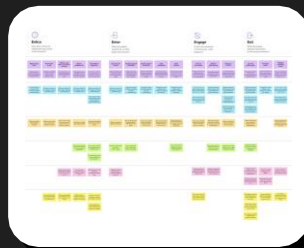
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Self awarness</div> <div>to ensure knowledge</div> <div>saves time</div> <div>aces at anytime anywhere</div>	<div>gaining kowlge</div> <div>Saves much time</div>	<div>user can search their own interest</div> <div>user friendly</div>	<div>better user experience</div>	<div>popularity among users</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Reading news</div> <div>using devices the can access at anytime and anywhere</div>	<div>can track news around the world</div> <div>helps to clear exams</div>	<div>need too access anytime</div> <div>crispy news</div>	<div>some are insufficient</div>	<div>saves time</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Access at anytime and anywhere</div> <div>saves time</div>	<div>user can gain knowledge</div> <div>article writer can take notes on that</div>	<div>motivates to step another</div> <div>user have their own choice</div>	<div>more news need about historics and world</div>	<div>user friendly access</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>they can read news to gain knowledge</div> <div>Access anywhere at anytime</div>	<div>Eco friendly</div> <div>It stores time to the user</div>	<div>short term news</div> <div>awarness</div>	<div>need historical news</div>	<div>Easy to understand</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>reading of fake news</div> <div>spam notifications</div>	<div>by spam news it confused</div> <div>Exhausted</div>	<div>need some devices</div> <div>unavailability of devices</div>	<div>loads of advertisements</div>	<div>some news are insufficient</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>make them to access</div> <div>giving daily news at devices</div>	<div>anywhere and anytime</div> <div>user friendly</div>	<div>saves time</div> <div>improving knowledge</div>	<div>useful to writers</div>	<div>not readable person can be read</div>

TIP

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