

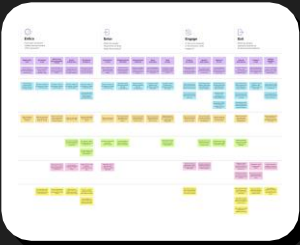
Customer experience journey map

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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	<div> Document an existing experience</div> <div>Narrow your focus to a specific scenario or process within an entire 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>	<div> Enter</div> <div>How does someone initially become aware of this process?</div>	<div> Enter</div> <div>What do people experience as they begin the process?</div>	<div> Engage</div> <div>In the core moments in the process, what happens?</div>	<div> Exit</div> <div><div>TIP</div>As you add steps to the experience, try to use the "Five Es" to describe what happens depending on how the process finishes? you are documenting.</div> <div>What do people experience when the process finishes?</div>
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