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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.

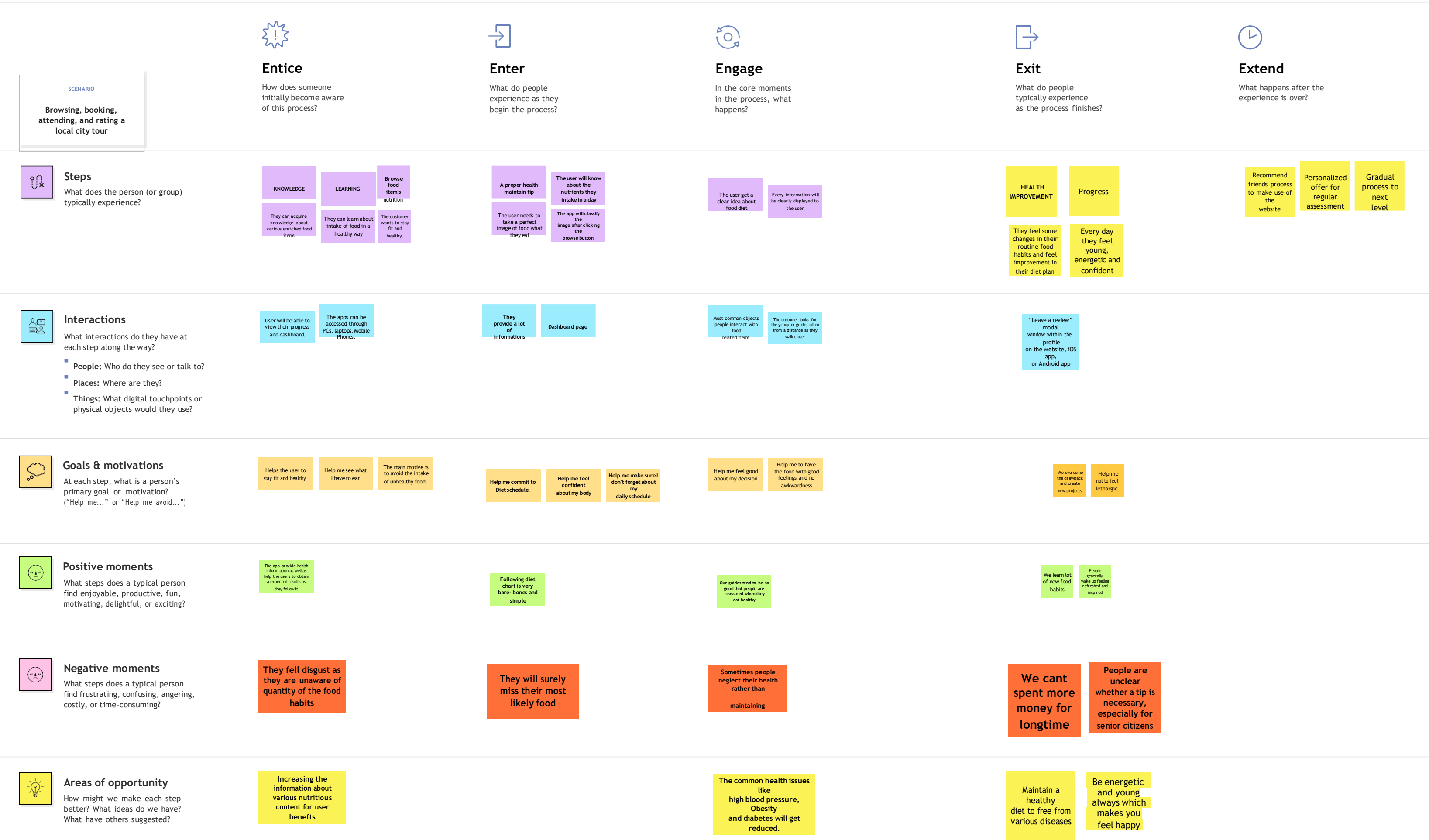
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AI-powered Nutrition Analyzer for Fitness Enthusiasts

Team ID: PNT2022TMID13764



STEPS

What does the person (or group) typically experience?

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?

GOALS & MOTIVATIONS

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

POSITIVE MOMENTS

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

NEGATIVE MOMENTS

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

AREAS OF OPPORTUNITY

How might we make each step better? What ideas do we have? What have others suggested?

TIP

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