Customer

experience

Product School

journey map

**Entice** 

How does someone

of this process?

initially become aware



**Enter** 

Engage begin the process? In the core moments in the What do people process, what happens? experience as they

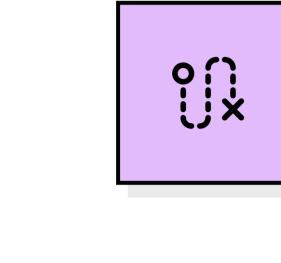
What do people

typically experience

as the process finishes?

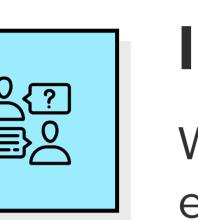
Exit

**Extend** What happens after the experience is over?



Steps

Website, online ads	Newspaper	Feedback from other users
Social media	Web surfing	Comparing with other solutions



- People: Who do they see or talk to?
- Places: Where are they?

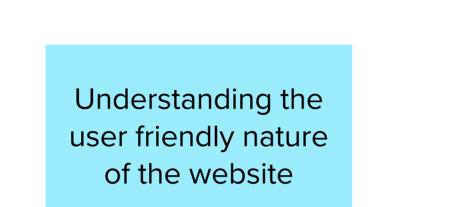
Goals & motivations

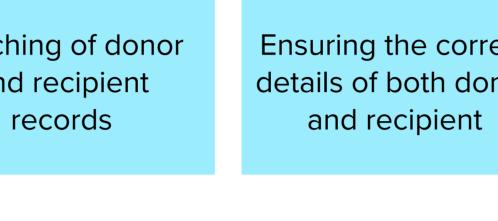
At each step, what is a person's

primary goal or motivation?
("Help me..." or "Help me avoid...")

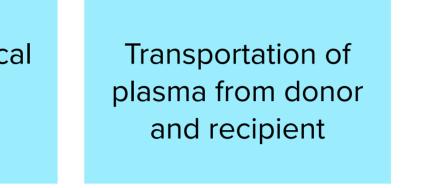
- Things: What digital touchpoints or physical objects would they use?

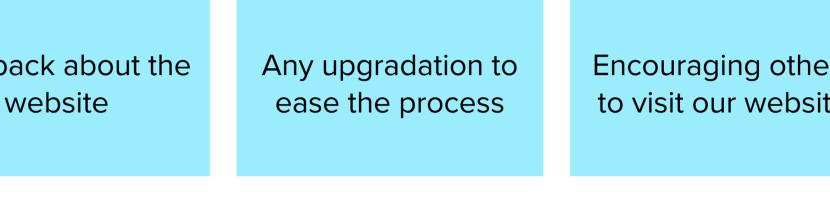


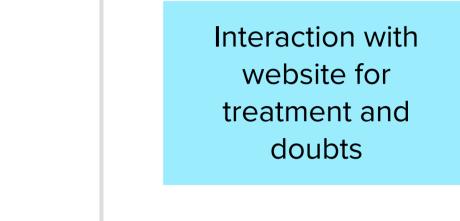


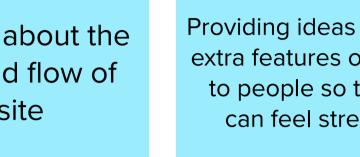


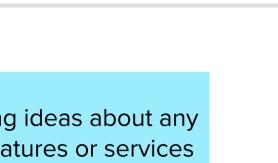




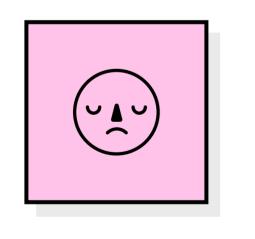








Visiting our website for more information and queries



Negative moments

Positive moments

find enjoyable, productive, fun, motivating, delightful, or exciting?

What steps does a typical person

place



Areas of opportunity

What have others suggested?