

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a customer's experience 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.

Date	8 November 2022
Page ID	PNT2022TMD1508
Project Name	IoT Based Smart Crop Protection System for Agriculture
Maximum Marks	2 Marks

15
Any additional steps to the process? List them in the box to the right of the process flowchart.

TEAM ID
PNT2022TMD1
5088

	Enter	Engage	Exit	Extend
Entice What does someone experience when they begin the process?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the process (or goal) typically represent?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?
Interactions What does the process (or goal) typically represent?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?
Goals & motivations What does the process (or goal) typically represent?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?
Positive moments What steps does a typical person experience when they are happy, motivated, delighted, or excited?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?
Negative moments What steps does a typical person experience when they are sad, frustrated, or discouraged?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?
Areas of opportunity What steps does a typical person experience when they are happy, motivated, delighted, or excited?	Enter What do people experience when they begin the process?	Engage In the core moments, what happens?	Exit What do people experience as the process finishes?	Extend What happens after the experience is over?

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