



# 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.

Scenario Searching jobs, learning new skills, recruiting initial candidates	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
 <b>Steps</b> What does the person (or group) typically experience?	Through friends and college staffs Through advertisements Through browsing	Feeling sad and frustrated about being unemployed Dissatisfaction of job Financial Problems Lose self-confidence	Get to know the skills required in the industry Get to know about lots of job openings Get a job offer with a satisfaction Get to know about her skills	Job satisfaction Highly motivated and satisfied	Share the experience gained in her job parties maintain a timely connection with it
 <b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Job seekers interact and maintain a friendly connection with recruiters Job Recruiters look the suited candidate for her company	Job Recommendation by friend Skill Development Recommendation by friend	Applying a particular job based on their talent Get a job openings notification via email	Looking very excited on getting a job offer letter from the company Be aware of job openings and application deadlines	Work and gain skills with colleagues at the company Interact with all the people in the organization
 <b>Goals &amp; Motivation</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Job Seeker : To get a job offer Job Recruiter : will make the hiring process easier	Job Seeker : To get the right job and skill recommendation Job Recruiter select the skilled candidate for her company	Job seeker Maintain and update her resume properly and effectively Job seeker will crack the written test and interview Job Recruiter will filter the candidates based on screening test	Job seeker will finish the background check and get the job offer letter as soon as possible	Job seeker will gain a good career growth Job seeker will not fired from her company
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To be able to meet the chosen job in a comfortable and safe place To be able to develop new skills and improve the industry	Optimistic about their new start	Gain self confidence by attending mock interviews Gain new skills	Motivated and exhilarated	Financial security Professional growth and improvement in her attitude
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Societal pressure	Feeling unskilled or unqualified Fear of rejection Fear of future	Fear of employment loss Didn't get a job offer from her dream company	Get job offer from dream company	Imposter Syndrome
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Free one-to-one mentor assignment	Registration is done through chatbot	Free job detection	Send email and receive response through chatbot	Send job suggestions through email and chatbot to search

TIP

As you add steps to the experience, more will show. This is the set of steps depending on the scenario you are documenting.