



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, becoming skilled workers	Entice What does someone initially motivate about this process?	Enter What do people experience as they begin the process?	Engage What does someone in the process want/need?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What steps does the person go through typically experience?	Through friends and college staff	Through advertisement	Through learning		
Interactions What interactions do they have of 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?	For parents friend and teacher a specific connection with technology	Job Recruiters look for the company for the company	Job Recruiters look for the company for the company	Job Recruiters look for the company for the company	Job Recruiters look for the company for the company
Goals & Motivation What motivations do they have of 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?	Job Seeker To get a job offer	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier
Positive moments What moments does a person have that are positive, productive, fun, satisfying, delightful, or meaningful?	Job Seeker will get a job offer	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier
Negative moments What moments does a person have that are frustrating, confusing, or getting easily or time-consuming?	Job Seeker will get a job offer	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier
Areas of opportunity From what we make learn what better? What do we need? What can others suggest?	Job Seeker will get a job offer	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier	Job Recruiters will make the hiring process easier

Do you add steps to the experience, what and how? How do the other steps depend on the previous ones to document?



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