

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.

Created in partnership with  Product School












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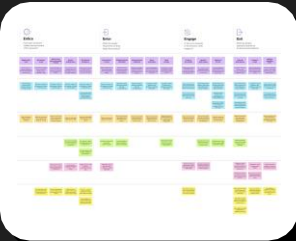


Document an existing experience

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.

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

| <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div> | <div>Entice</div> <div>How does someone initially become aware of this process?</div> | <div>Enter</div> <div>What do people experience as they begin the process?</div> | <div>Engage</div> <div>In the core moments in the process, what happens?</div> | <div>Exit</div> <div>What do people typically experience as the process finishes?</div> | <div>Extend</div> <div>What happens after the experience is over?</div> |
|--|---|---|--|--|--|
| <div>Steps</div> <div>What does the person (or group) typically experience?</div> | <div>[step]</div> <div>[step]</div> <div>[caption describing what someone typically experiences during this step]</div> <div>[caption describing what someone typically experiences during this step]</div> | <div>FOOTAGE CAPTURING</div> <div>USER'S MOMENTS WILL BE CAPTURED FOR THEIR SAFETY</div> | <div>PERSON IDENTIFICATION</div> <div>USER CAN COMPLETELY FEEL SAFE</div> <div>PERSON DETECTION</div> <div>USER WILL BE DETECTED</div> <div>ALERTING TRAINER</div> <div>ALARM WILL BE BUZZED INCASE OF EMERGENCY</div> | <div>SAVING THE USER FROM DROWNING</div> <div>USER WILL BE SAVED FROM DROWNING</div> | |
| <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>[Idea]</div><div><ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div></div> | <div>[Interaction with a person]</div> <div>[Interaction in a place]</div> <div>[Interaction with a thing]</div> | <div>USER WILL BE CAPTURED USING CCTV CAMERA</div> | <div>USER WILL BE IDENTIFIED USING YOLO MODEL</div> <div>ALARM WILL BE BUZZED IF PERSON IS DETECTED</div> | <div>USER'S LIFE WILL BE SAVED</div> | |
| <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div> | <div>[Goal or motivation]</div> <div>[Goal or motivation]</div> | <div>TO CAPTURE THE MOVEMENTS OF USERS</div> | <div>TO IDENTIFY THE MOVEMENTS OF USER</div> <div>TO ALERT THE TRAINER IF THE USER IS IN DANGER</div> | <div>TO SAVE THE LIVES OF USERS</div> | |
| <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div> | <div>[Description of a positive moment]</div> | <div>TO ENJOY SWIMMING WITHOUT ANY FEAR OF DANGER</div> | <div>TO ENJOY SWIMMING WITHOUT ANY FEAR OF DANGER</div> | <div>TO ENJOY SWIMMING WITHOUT ANY FEAR OF DANGER</div> | |
| <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div> | <div>[Description of a negative moment]</div> | <div>SOME USERS MAY CONSIDER THAT THEIR PRIVACY IS AFFECTED</div> | <div>SOME USERS WON'T TRUST TECHNOLOGY AND DEPEND ON TRADITIONAL METHOD</div> | | |
| <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div> | <div>[Idea]</div> <div>[Idea]</div> | <div>REDUCING THE NUMBER OF FOOTAGES</div> | <div>IMPROVING THE MODEL FOR BETTER PERFORMANCE</div> | | |



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