

## Customer journey Map

**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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SCENARIO tracking, location, delivery and rating	Entice How does someone start to become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments of the process, what happens?	Exit What happens after the typically experience is over?	Extend What happens after the experience is over?
<b>Steps</b> What steps does the person (or group) typically experience?	<b>PROBLEM TO SOLVE</b> What problem does the customer have? What is the customer's current solution? What is the customer's current pain point? What is the customer's current goal?	<b>ENTRANCE</b> What is the customer's first experience? What is the customer's first touchpoint? What is the customer's first interaction? What is the customer's first step?	<b>ENGAGEMENT</b> What is the customer's core experience? What is the customer's core touchpoint? What is the customer's core interaction? What is the customer's core step?	<b>EXIT</b> What is the customer's final experience? What is the customer's final touchpoint? What is the customer's final interaction? What is the customer's final step?	<b>EXTENSION</b> What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	What is the customer's first experience? What is the customer's first touchpoint? What is the customer's first interaction? What is the customer's first step?	What is the customer's core experience? What is the customer's core touchpoint? What is the customer's core interaction? What is the customer's core step?	What is the customer's final experience? What is the customer's final touchpoint? What is the customer's final interaction? What is the customer's final step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	What is the customer's first experience? What is the customer's first touchpoint? What is the customer's first interaction? What is the customer's first step?	What is the customer's core experience? What is the customer's core touchpoint? What is the customer's core interaction? What is the customer's core step?	What is the customer's final experience? What is the customer's final touchpoint? What is the customer's final interaction? What is the customer's final step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or worthy?	What is the customer's first experience? What is the customer's first touchpoint? What is the customer's first interaction? What is the customer's first step?	What is the customer's core experience? What is the customer's core touchpoint? What is the customer's core interaction? What is the customer's core step?	What is the customer's final experience? What is the customer's final touchpoint? What is the customer's final interaction? What is the customer's final step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, engaging, costly, or time consuming?	What is the customer's first experience? What is the customer's first touchpoint? What is the customer's first interaction? What is the customer's first step?	What is the customer's core experience? What is the customer's core touchpoint? What is the customer's core interaction? What is the customer's core step?	What is the customer's final experience? What is the customer's final touchpoint? What is the customer's final interaction? What is the customer's final step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?
<b>Areas of opportunity</b> How might we make each step better? What ideas do we hear? What have others suggested?	What is the customer's first experience? What is the customer's first touchpoint? What is the customer's first interaction? What is the customer's first step?	What is the customer's core experience? What is the customer's core touchpoint? What is the customer's core interaction? What is the customer's core step?	What is the customer's final experience? What is the customer's final touchpoint? What is the customer's final interaction? What is the customer's final step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?	What is the customer's post-experience? What is the customer's post-touchpoint? What is the customer's post-interaction? What is the customer's post-step?

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