

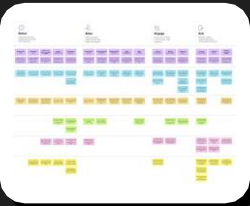


Customer experience journey map

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

Share template feedback



Need some inspiration? See a finished version of this template to kickstart your work.

Open example












→



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.

SCENARIO Browsing, booking, attending, and rating a local city tour	 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?
 Steps What does the person (or group) typically experience?	<div>To gain knowledge</div> <div>To know about the world around them</div> <div>To know about economy</div>	<div>Facing Situation</div> <div>Between true and false</div> <div>Customer opens the news application</div>	<div>Checks notification</div> <div>read news article</div> <div>Opens news article</div>	<div>Desired content</div> <div>Exit app</div> <div>Gained knowledge</div> <div>never investment</div>	<div>Newer techniques</div> <div>Updated news</div> <div>Adapt to environment</div> <div>True information</div>
 Interactions What interactions do they have at each step along the way? <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>City tours section of the website, iOS app or android app</div> <div>Connect news article from all the world</div> <div>Deliver the information as fast as possible</div>	<div>Interact in visualize way</div> <div>Checks phone to see the article, scrolling through all other articles</div> <div>Interactive database that tells new stories</div>	<div>Opens relevant news articles</div> <div></div> <div></div> <div></div> <div>Need to determine how you can monetize your app and essential features needed to make it successful</div>	<div>Retention with the app increases</div> <div></div> <div>News APIs can connect between online news and application</div>	<div>Manage content into categories that users can follow, browse and opt-i</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div>Increase the time that user spends on the app</div> <div></div>	<div></div> <div></div> <div>Manage content into categories</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div></div> <div></div> <div>Interesting facts</div> <div></div>	<div></div> <div></div> <div>Immediate knowledge of breaking news</div>	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div>Audio and video element</div> <div></div>	<div></div> <div></div> <div>Real news with real time updates</div> <div></div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div></div> <div></div> <div></div>	<div></div> <div></div> <div>Agitate due to spammed notifications</div>	<div></div> <div></div> <div>Frustration</div> <div></div> <div>Impact information</div> <div></div> <div>Affecting the children knowledge</div>	<div></div> <div></div> <div>Financial frauds</div> <div></div> <div>Unsubstantiated</div>	<div></div> <div></div> <div></div> <div></div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Focus on highly relevant content</div> <div>Making a comeback as part of the broader industry pivot to reader</div>	<div>Behavior</div> <div>Delivering customized stories</div>	<div>Competitor analysis</div> <div></div> <div>Create coverage reports</div>	<div>More data is required about behavior</div> <div></div> <div>collecting</div>	<div>Encourage users to share content across social media</div> <div></div> <div>Provide coverage reports</div>