

Customer experience journey map

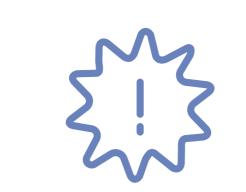
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

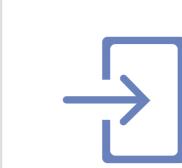
SCENARIO

PERSONAL EXPENSE TRACKER APPLICATION



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



In the core moments in the process, what



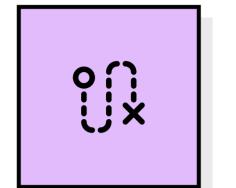
Exit

What do people typically experience as the process finishes?

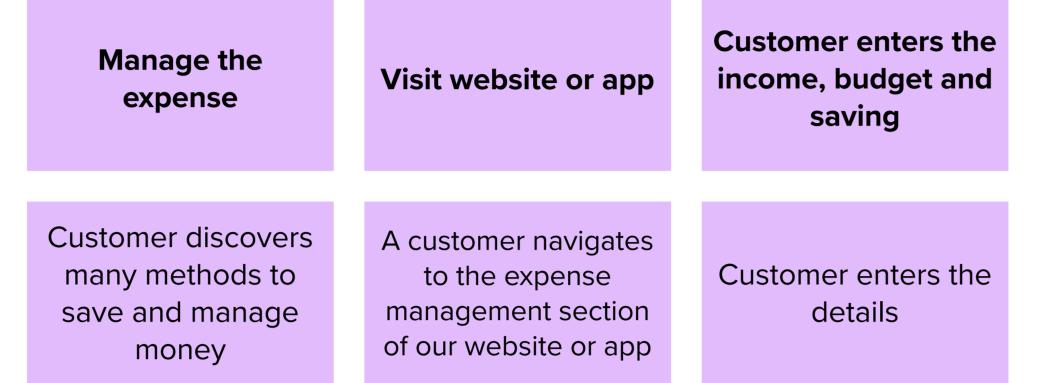


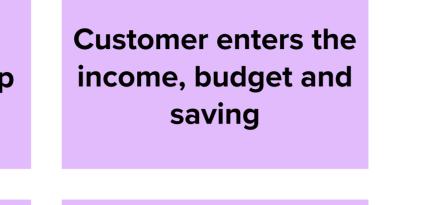
Extend

What happens after the experience is over?



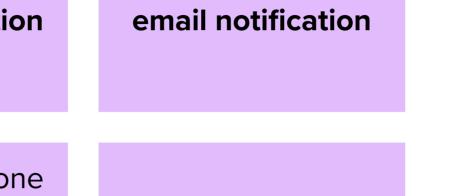
typically experience?

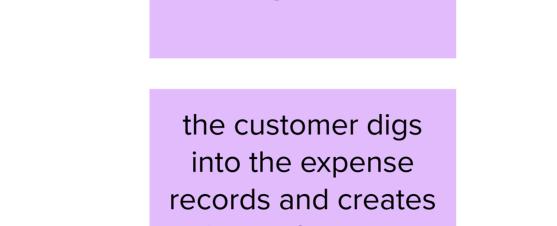




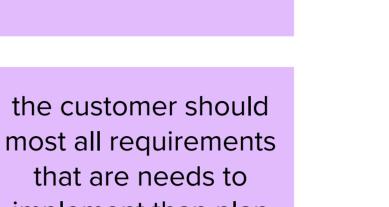


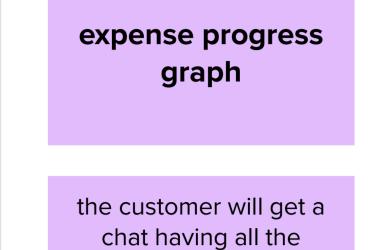


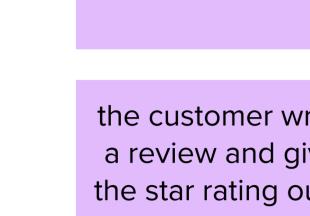


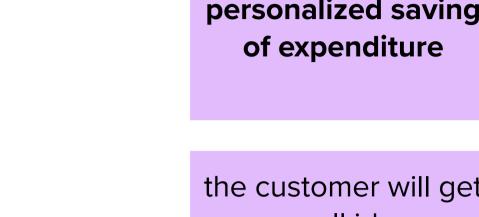


personal expense tracker section of the website, iOS app, Android







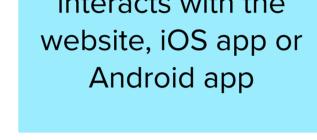


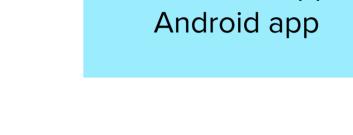


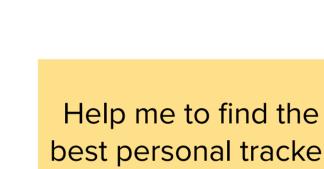
Interactions

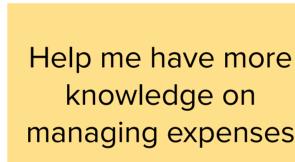
What interactions do they have at each step along the way?

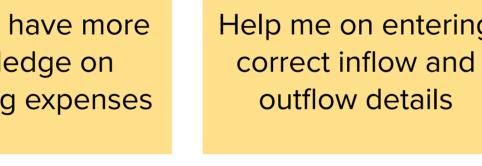
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



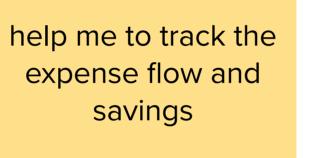


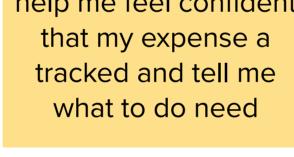


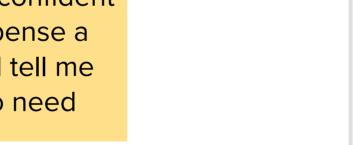


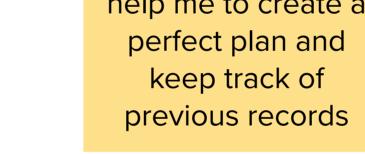


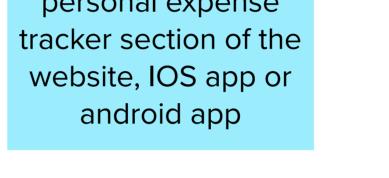






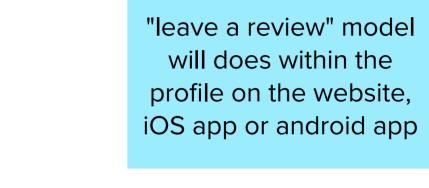








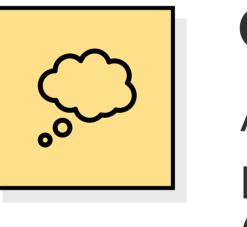








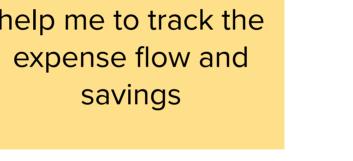


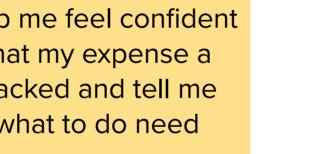


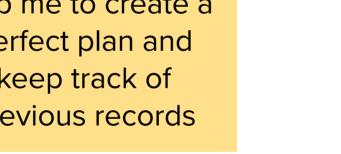
Goals & motivations

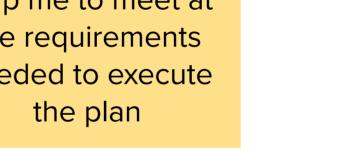
At each step, what is a person's ("Help me..." or "Help me avoid...")

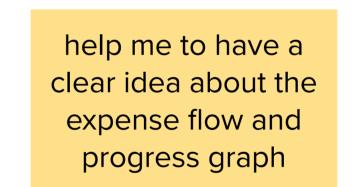




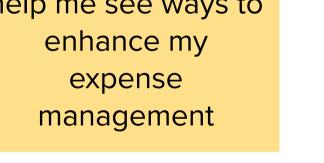








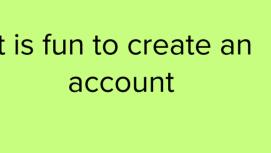


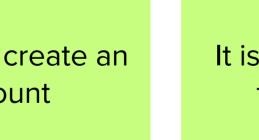




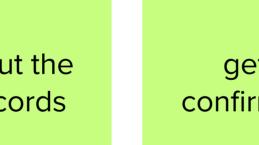
Positive moments

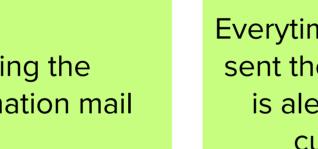
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

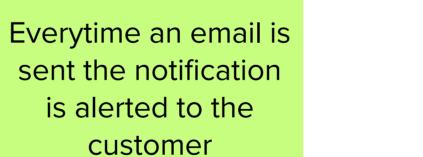


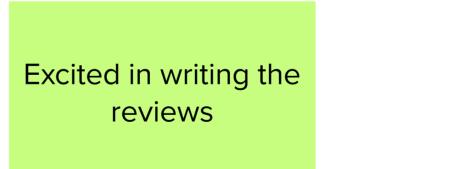


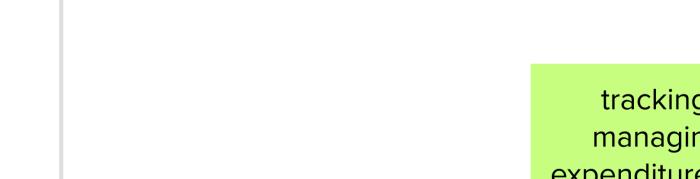


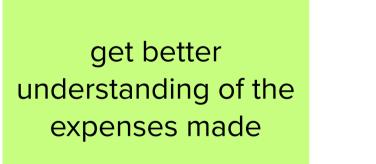


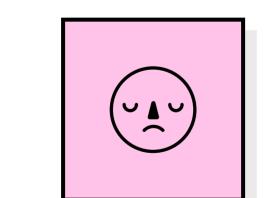












Negative moments

