

# 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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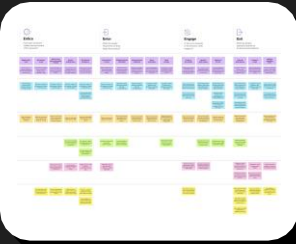
## Document an existing experience

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 about the heart diseases...g a</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>By searching through online.</div> <div>Create User Account</div> <div>Finding our prediction dashboard</div>	<div>Visualize the information of prediction</div> <div>Reviews of the user about the prediction system</div>	<div>Easy to access and visualize the prediction</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Interactive dashboard for heart disease prediction</div> <div>Disease prediction at online</div>	<div>View the results of the dashboard</div> <div>Interaction with dashboard</div>	<div></div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to know about my health condition</div> <div>Help me to check whether I have heart disease or not.</div>	<div>Quick prediction for symptoms</div> <div>Support, empathy and respect</div>	<div>Maintain good health condition</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Gives detailed information</div> <div>Easy to access</div>	<div>Clear information and communication</div>	<div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Fear about the disease</div> <div>Bewilderment</div>	<div>Trust</div> <div>User friendly enviroment</div>	<div>Cost effective method</div>



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