








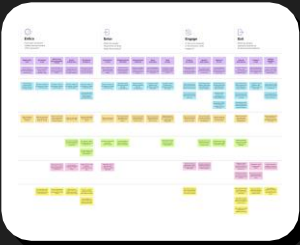
Customer experience journey map

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



<div></div> <div>Document an existing experience</div>	<div></div> <div>Enter</div>	<div></div> <div>Enter</div>	<div></div> <div>Engage</div>	<div><div><div>TIP</div><div></div><div>Exit</div></div><div>As you add steps to the experience, more people will have the experience. Five to ten steps is a good number to start with, depending on the scope of the experience you are documenting.</div></div>
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Need some inspiration?
See a finished version of this template to kickstart your work. [Open example](#)

