

CUSTOMER JOURNEY MAP

Template



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 by 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 fill in this template, think about how this will be used to help you better understand your customer's experience.

Customer	Entice	Enter	Engage	Exit	Extend
Scenario Browsing, looking, attending, and using a food city tour	Entice How does someone initially become aware of it, and why?	Enter What do people experience as they sign up for the process?	Engage In the process, what happens?	Exit What do people typically experience as the process for about?	Extend What happens after the experience is over?
Steps What does the person do (and in what order) to experience it?	Users become aware of the event through advertisements and social media	Users become aware of the event through the experience and learn about the product	Users become aware of the event through the experience and learn about the product	Users become aware of the event through the experience and learn about the product	Users become aware of the event through the experience and learn about the product
Interactions What interactions do they have, and what are they like?	Interaction with people who are familiar with the product	Interaction with people who are familiar with the product	Interaction with people who are familiar with the product	Interaction with people who are familiar with the product	Interaction with people who are familiar with the product
Goals & motivations At each step, what is a person's primary goal or motivation? (They may have more than one.)	Simple user-friendly UI	To gain knowledge in the field of natural disaster classification	To make full use of the community of the model	Time-based support	Improved response time
Positive moments What are the most enjoyable parts of the experience, and why?	Real-time data and interactive maps	Real-time data and interactive maps	Real-time data and interactive maps	Real-time data and interactive maps	Real-time data and interactive maps
Negative moments What are the most frustrating parts of the experience, and why?	Time-consuming analysis	Complexity of algorithm	Fear of losing data	Costly hardware and software requirements	Collection of large set of data to time-consuming
Areas of opportunity How might we make each step better? What ideas do you have?	Increased brand loyalty	Advertising the model to public	Retention of memory in prediction	Retreat of Tracking and testing size	Designing light-weight Web Application



Need some inspiration?
Here's a completed example of a customer journey map for a food city tour.

