

# 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

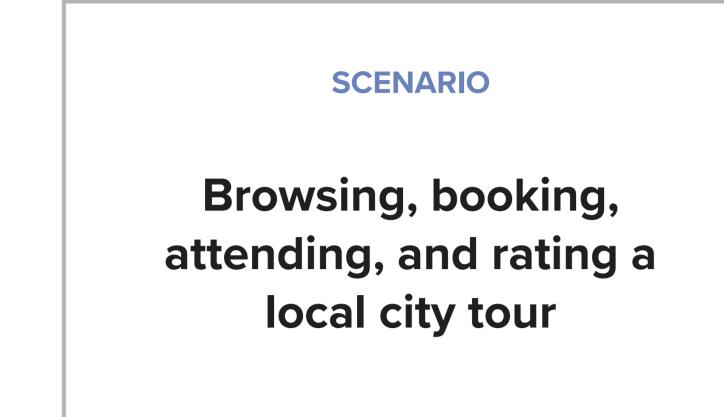




#### Document an existing experience

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.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.





## **Entice**

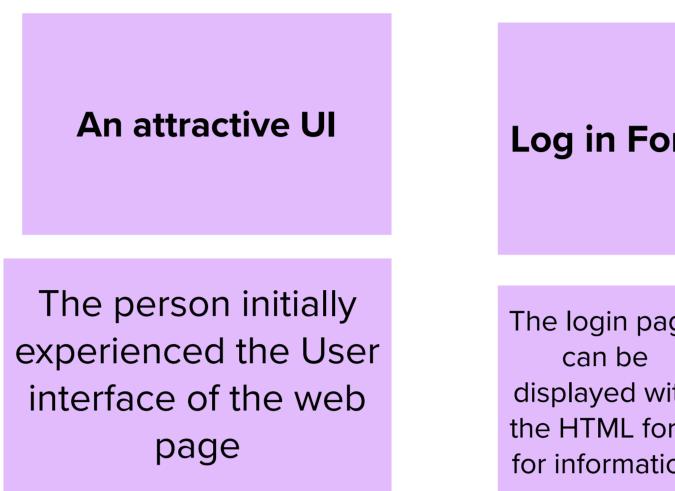
How does someone initially become aware of this process?

They see the structions how to

They fill their info i

the login form

provided

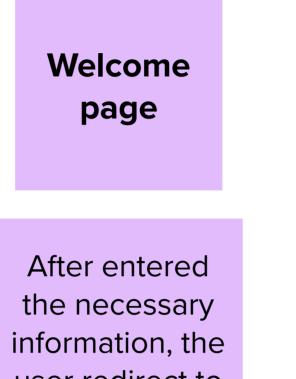


They see the

welcome page

with the name

their provided



be inputted as image or by drawing

**Enter** 

What do people

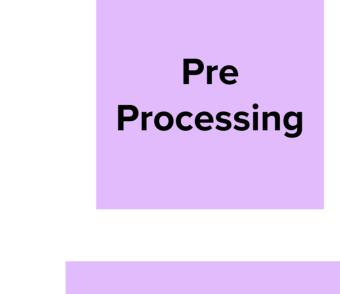
experience as they

begin the process?



### Engage

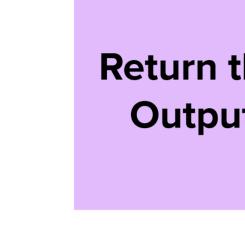
In the core moments in the process, what





#### Exit

What do people typically experience as the process finishes?



Display the digit which has high accuracy as a output

#### Extend

What happens after the experience is over?

Solve the

Problem

They see the output and close the window

> Get the Correct

People: Who do they see or talk to? Places: Where are they?

Interactions

What interactions do they have at

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...")

Find the solution

digit

draw the

uploading another one

is for drawing

While Drawing the digit by using mouse pad or any devices makes frustrating

The model works

Welcome Page

