

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 wi

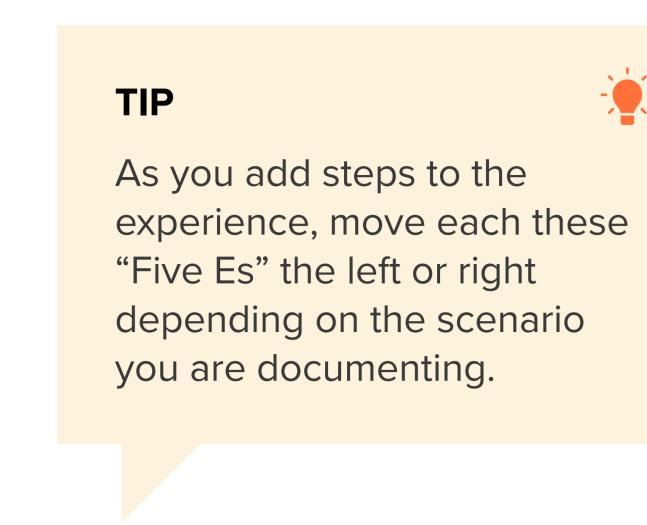
Product School

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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.



Scenario Browsing, booking, ending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Booking other sessions Visit website or app Choose dates, and number of people Most customers discover swimming pools as they are booking other pools A customer navigates to the section of our website or app The customer types a city, dates, and the number of people who will attend the tour to see what tours are available The customer sees available pools for their dates and number of people The customer sees available pools for their dates and number of people website or app After seeing a swimming pools that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.	Start purchase of a session Complete payment information Confrm payment & book sessions Email confrmation Email reminder They fill out their contact and credit card information, then continue They see a summary of what they are about to purchase, then they confrm and session is booked! An email immediately sends to confrm their session and provide details about where and when to meet their guide One day before the session and provide details about where and when to meet their guide One day before the session and provide details about where and when to meet, and what to bring (if applicable).	Meet the guide & group Using their own means of transportation, the customer makes their way to the location at the scheduled time. The participants meet the guide and other people who have joined the same session The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours	Leave the guide & group Prompt for review One hour after fnishes, an email and inapp notification prompt the participant the participant for a review The participant writes a review and gives the tour a starrating out of 5.	Sessions appears in the user profle The completed classes appears on the "past experiences" area of a customer's profle with a few details on where the group went Personalized recommendations Personalized of Personalized offers Personalized offers Personalized offers Personalized suggestions after new classes booking The customer receives an email 14 days after their session with us, or we we show them personalized recommendations for other features The customer receives an email 14 days after their session with us, or we we show them personalized recommendations for other features The customer receives an email 14 days after their session with us, or we we show them personalized recommendations for other features The customer receives an email 14 days after their session with us, or we we show them personalized recommendations for other features The customer receives an email 14 days after their session with us, or we we show them personalized recommendations for other features
 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? 	Slot booking section of the website, iOS app, or Android app or Android app or Android app section of the website, iOS app, or Android app	Swimming section of the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Ike Gmail)	The locations tend to start in a specifc public space with the guide, and potentially other group members The customer looks for the group or guide, often from a distance as they walk closer Direct interactions with the guide, and potentially other group members Some sessions include interactions with supervisors or management (e.g. for the safety of members) Most common objects people interact with on sessions are signal devices, food, and beverages.	Direct interactions with the guide, and potentially other group members Often takes place at the same place where the group met the guide, but not always Depending on the participant and guide, tipping/cash may be involved Customer's email (software like Outlook or website like Outlook or website like Gmail) To some degree, this is communicating indirectly with the guide, who will see their review	Completed experiences section of the profle on the website, iOS app, or Android app If other users interact with this person, they will see these completed classes also Recommendations span across website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Post-purchase screens website, iOS app, or Android app recommendations span across website, iOS app, or Android app If other users interact with this person, they will see these completed classes also
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get this slot or session booked Help me have more fun or learn new things on my swimming Help me avoid seeing pools for the wrong dates, locations, or numbers of people Help me see what they have to offer about Help me avoid seeing pools for the wrong dates, locations, or numbers of people	Help me commit to going on this class Help me get through this payment part without too much hassle Help me feel confdent that my purchase is finalized and tell me what to do next Help me feel confdent that my purchase is finalized and tell me what to do next Help me feel confdent that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my classes so that I don't waste money or get disappointed	Help me feel confdent about where to go and which one of these people is my guide Help me feel good about my decision to go on this tour and to feel welcome Help me make the most of my sessions to to to this new place	Help me leave the class with good feelings and no awkwardness Help me spread the word about a great session or provide watch-outs and feedback for one that was not so good	Help me see what I could be doing next Help me see ways to enhance my new way
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing each tour, like shopping for experiences It's reassuring to red reviews written by past travelers	Excitement about the purchase ("Here we go!") Current payment fow is very parebones and simple Current payment people that the reminder emails were essential, especially if they booked way in advance	Our guides tend to be so good that people are reassured when they meet their guide People love the classes itself, we have a 98% satisfaction rating	People generally leave classes feeling refreshed and inspired	People generally leave classes feeling refreshed and inspired People like looking back on their past achievements
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend Several people express a bit of fear of commitment at this step People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a public place Sometimes people are matched up with participants that they don't really like	People are unclear whether a tip is necessary, especially for non-experienced on an experienced person People feel peer pressure to tip a guide when someone else on the class tips, leaving them feeling weird and bad if they don't Customers report feeling review feeling review fatigue People describe leaving a review as an arduous process We have very low review rates (15% of people review experiences)	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this path immediately after your booking, could we send a follow-up? Could we automatically carry over the city from your booking? (e.g. via a cookie)		How might we make our guides easily identifable (via a distinctive hat or shirt color, for example)?	How might we make it clear that tipping is appreciated but not necessary? How might we equip people to tip after the class? (e.g. via AngelEye or equivalent app) How might we totally eliminate this awkward moment?	How might we help people celebrate and remember things they've learned in the past? How might we extend the personal connection to the guide long after the session is over?