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

Share template feedback

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.

SCENARIO

Browsing, booking, attending, 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?	WHAT THE DEVICE IS? Allows parents to keep a track of thier child's activities and loctaion easily	WHAT DO PEOPLE EXPERIENCE? The wearable device has a lot of inbuilt features to track the location of the child	WHAT ABOUT SAFETY? Creates a secure environment for children to move around.	HOW PARENTS KNOW CHILD IN DANGER? Notifying parents of any abnormalities	HOW TO THEY KNOW THE LOCATION? The exact location ofthe child would be known to the parents and can be verifed in thewebsite too.
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?	The device works on IBM watson platform	It uses IBM's cloud services to store data about the child's location	The gadget will make use of GPS and a python script to publish the location details to the IBM IoT platform	The wearable sends immediate alerts to the user if the child crosses the geofence	Data is stored in a web application is user friendly and secure created using the Node Red Service.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	High performance in terms of simple usage and security.	Any time usage backed up by power supply.	To safeguard the child from threats	This device continuously monitors the individual wearing it	Increased safety and security.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Creates a secure environment for children to move around.	High level with increase in performance	Increased reliability towards technology and reduced reliability towards guardians	clearly rings an alarm which the nearby public can immediately react	Panic button helps the child feel more safer and enhances security.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The battery life required for these devices is more	Material should be fexible	Material should be non irritable to skin	Comfort of the user should be given more priority	Location updates should be fast
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Additional sensors can be added to improve accuracy	Solar batteries improve the life of system	More features like geofencing can be integrated	The device must be non removable to track the child's activity	The device must be affordable/cost effecient

Template

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example