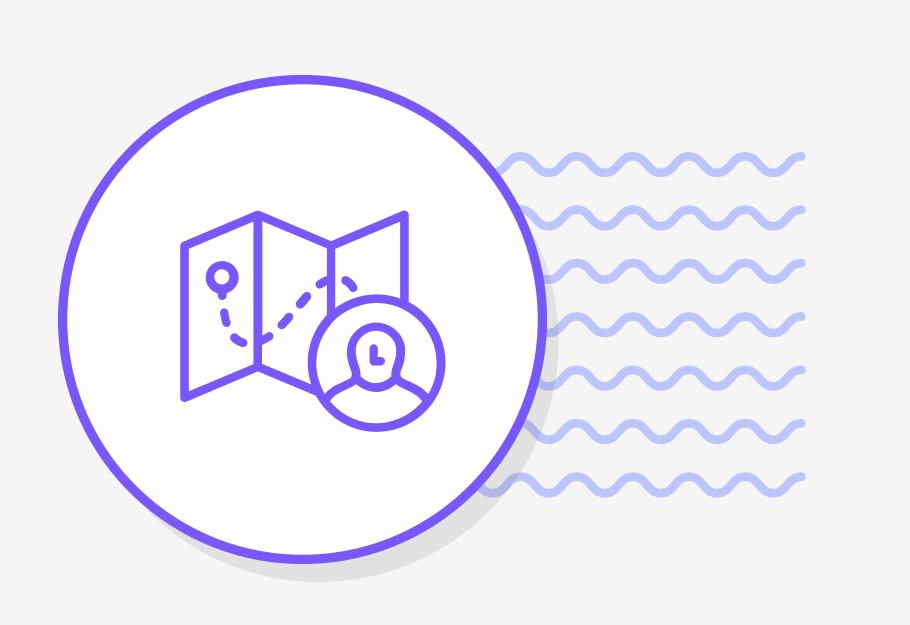
Templat



## 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

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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.



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

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?	Booking other workshop  Visit website or app  Choose a city, dates, and number of people  Most customers discovers many workshops as they are booking many areas  A customer navigates to the workshops 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 slots for their dates, city, and number of people  Alter seeing a slot that interests them, the customer clicks or taps to them or favore the slot what and where the slot will cover, plus its proc. The customer sees available slots for their dates, city, and number of people  The customer sees available slots for their dates, city, and number of people	Start purchase of a tour  Complete payment information  Confirm payment & book tour  Email confrmation  After deciding to go on this appointment, they click the Purchase button  They fill out their contact and credit card information, then continue  They see a summary of what they are about to purchase, then they confirm and the appointment is booked!  An email immediately sends to confirm their appointment and provide details about where and when to meet their guide  They fill out their contact and credit card information, then continue	Arrive at tour location  Weet the guide & group  Using their own means of products, the customer makes their way to the location at the scheduled time  Customers meet the guide and other people who have joined the same slot  The guide brings the group around the area, explaining things as they go. Typically this lasts about 15 mins.	Leave the guide & group  Prompt for review  After compleating the guide ,customer leaves  One hour after the work finishes, an email and in app notification prompt the customer for a review  The customer writes a review and gives the star rating out of 5	Work appears in the user profile  The completed work appears on the "past experiences" area of a customer's profile with a few details on where the group went  Personalized tour offers  customer in the tour informs our backend recommendation systems, which the customer may experience via better personalization  Customer in the tour informs our backend recommendation systems, which the customer may experience via better personalization  The customer receives an email 14 days after their tour with personalized recommendations for other tours.
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  what materials they use like(original or duplicate)  Is their branch is available everywhere or not  Is it possible to make every work done at one place  Is there will be clean work  one place  Is there will be clean work  one place  Is there will be clean work  occur later	They see available process that's going on Payment process is detailed in the process  Every details are describes with rate Outlook or website like Gmail)  Customer's email (software like Outlook or website like Gmail)	workshop locations tend to start in a specific public space (e.g. the steps of a workshop in a town square)  Some talks include interactions with owner  Direct interactions with the guide, and potentially other group members  The customer looks for the group or guide, often from a distance as they walk closer  Most common objects people interact with on works are bikes, cars ,etc.	Direct interaction with the customer  Customer email details  "Leave a review" modal window within the profile on the website, IOS app, or Android app  Often takes place at the same place where the customer met the worker, but not always  To some degree, this is communicating indirectly with the worker, 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 works  Recommendations span across website, iOS app, or Android app  Customer's email (software like Outlook or website like Gmail)
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me get this workshop  Help me have more information to make my vehicle better  Help me avoid seeing tours for the wrong dates, locations, or numbers of people  Help me see what they have to offer about  Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me commit to going on this work  Help me get through this payment part without too much hassle  Help me feel confident that my purchase is finalized and tell me what to do next  Help me feel confident that my purchase product for my vehicle is finalized and tell me what to do next  Help me feel confident that my purchase product for my vehicle is finalized and tell me what to do next  Help me feel confident that my purchase product for my vehicle is finalized and tell me what to do next	Help me feel confident about where to go and which one of these people is use  Help me feel good about my decision to go on this process and to feel welcome  Help me make the most of my work to this new workshop	Help me leave the work with good feelings and no awkwardness  Help me spread the word about a great work 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 work
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 work, like remodeling and etc.  work photos, videos, and explanations are clear to see  It's reassuring to red reviews written by past customers	Excitement about the purchase ("Here we go!")  Current payment flow is very barebones and simple  We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our worker tend to be so good that people are reassured when they meet their worker	People generally leave the work after feeling refreshed and satisfied	People like looking back on their past trips  We think people like these recommendations because they have an extremely high engagement rate
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	Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about fnding their work in a public place  Sometimes people are matched up with tour participants that they don't really like	People are unclear whether a tip is necessary, especially for workers and non-workers  People feel peer pressure to tip a work when someone else on the work tips, leaving them feeling weird and bad if they don't  Customers report feeling review fatigue  People describe leaving a review as an arduous process  We have very low review rates (15% of people review experiences and work)	
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 work from your booking? (e.g. via a cookie)  Make it easier to compare and shop for experiences without having to click on them  Provide a simpler summary to avoid information overload information overload "great work" badges?		How might we make our works easily identifiable (via a car color, scratches for example)?	How might we make it clear that tipping is appreciated but not necessary?  How might we equip people to tip after the work? (e.g. via Venmo or	How might we help people experience and remember things they've done in the past?  How might we extend the personal connection to the worker long after the work is over?