# 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.

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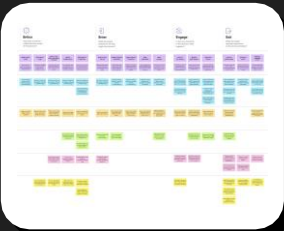
Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

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?	Register If the user wants to create an account they need to give their personal details	Login If they already have an account at any time they can login	Form filling The information of the donor fetched using registration form filling structure	Receiver request Administrator making request to the donor	Sending acknowledgement I since sending the request request to the administrator	Plasma Donation The receiver receive the plasma from the donor
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?	interaction through browser	interaction through browser	interaction through browser	interaction through browser	interaction through browser
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Authentication of both receiver and donor	Registration through form	Make requesting to donor	Sending acknowledgement to the administrator	Donate plasma for the receiver's
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Reliable platform to connect local blood donors with patients	Addressing interested persons for donations	user friendly	patients receives blood at the emergency time	easy to find donors
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	It requires active internet connection	It requires active internet connection	Network issues	Wait time is too long	Network issues
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	In future develop the additional requirements	In future develop the additional requirements	In future develop the additional requirements	In future develop the additional requirements	In future develop the additional requirements