

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.

Browsing, booking,

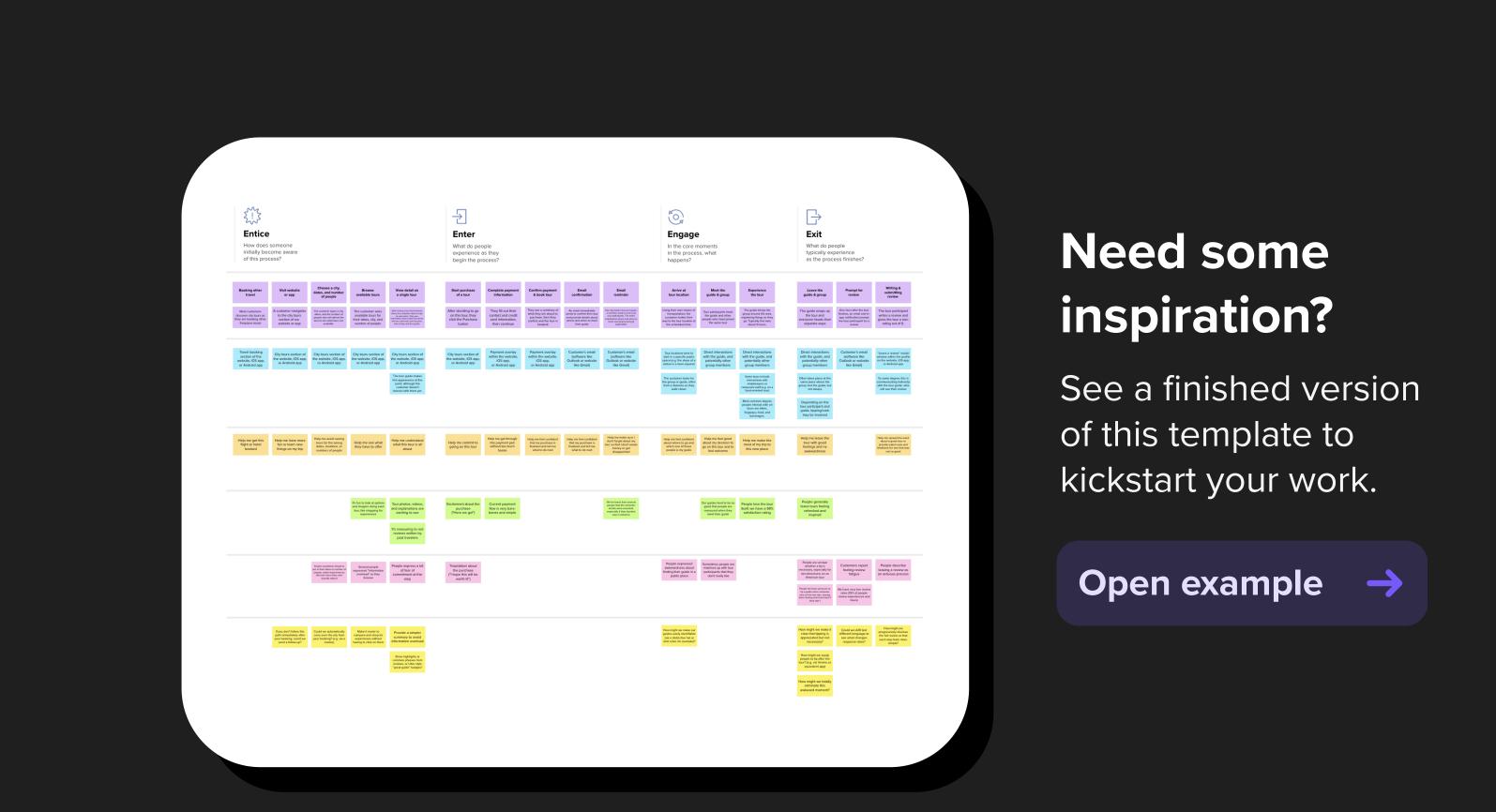
attending, and rating a

local city tour

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Product School





Extend Enter Engage What happens after the experience is over? How does someone initially become aware What do people What do people In the core moments typically experience as the process finishes? experience as they begin the process? in the process, what of this process? happens? Personalized tracking and recommendation Steps
What does the person (or group) typically experience? Personalized Data
Analysis Searching for queries Visit website or app A customer navigates
to the bank query
section of our
website or app

Customer types a
query and is directed
to FAQs and AI chat
bot Document an existing experience Start asking question 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. Customer can submit the Customer can exit the chatbot or come again and use the functionality Al chat bot makes the first appearance at this point Interactions Customer will interact with Customer and What interactions do they have at each step along the way? the chatbot and option feedback form chatbot engage to from the many option that provided by the chatbot perform the tasks the chat bot provides to People: Who do they see or talk to? perform a function Places: Where are they? Things: What digital touchpoints or physical objects would they use? Goals & motivations Helps avoid waiting line At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** Areas of opportunity What have others suggested?