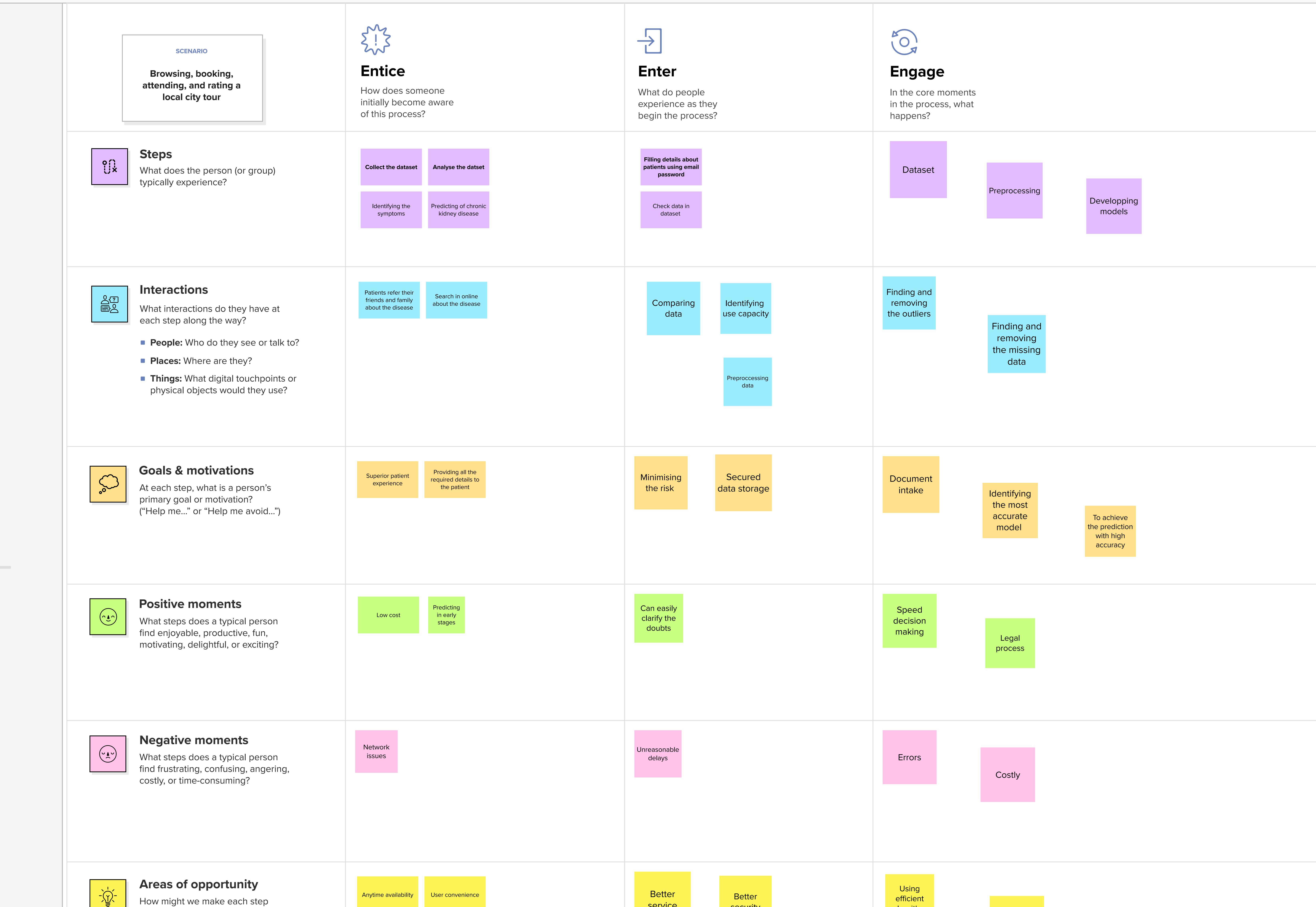


Customer experience journey map

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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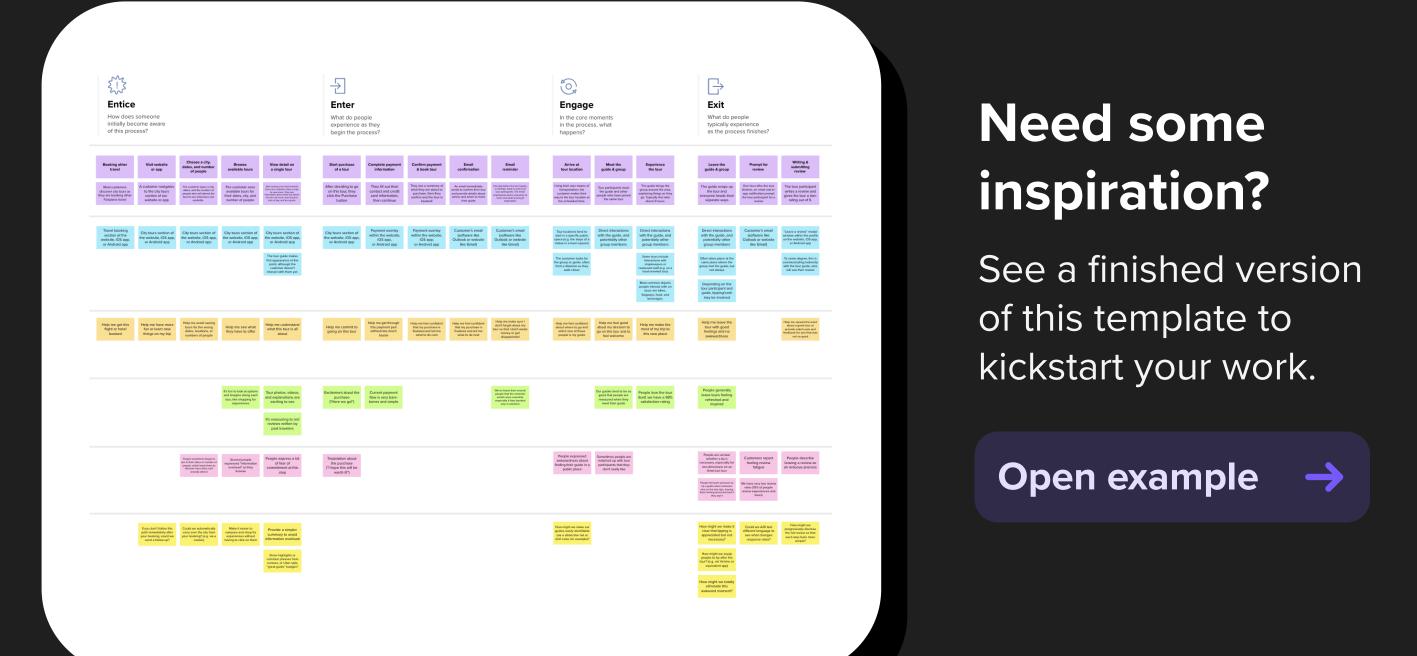
Exit

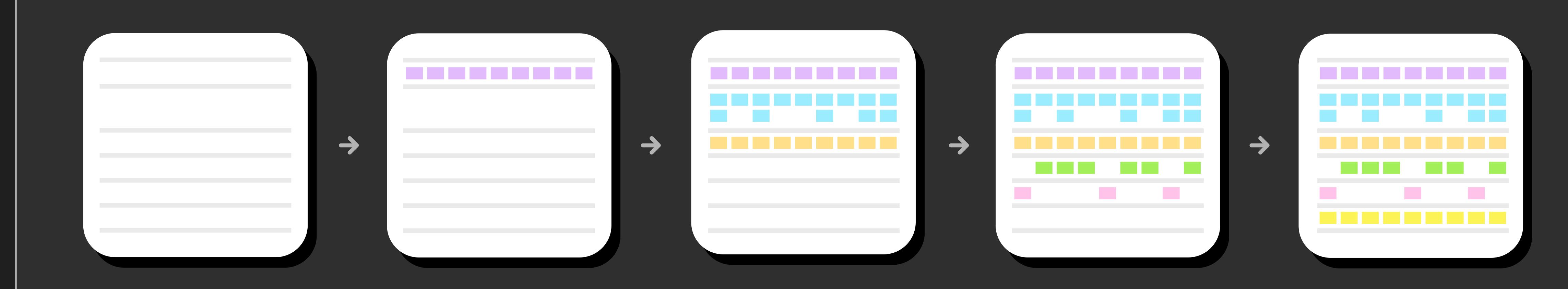
What do people

typically experience

as the process finishes?

Share template feedback





better? What ideas do we have?

What have others suggested?