



# 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.

**TIP**

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

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
<div></div> <div><b>Steps</b></div> <div>What does the person (or group) typically experience?</div>	<div>Customer Visits the application/website</div> <div>Register or create an account</div> <div>View the interface for the application</div>	<div>Register their organization</div>	<div>Customer upload the inventory details</div> <div>User can check about their Inventory details</div> <div>Learn about the application</div>	<div>Leave the webpage</div> <div>Close the application</div>	<div>After using our Application the user can share review about it to their friends</div>
<div></div> <div><b>Interactions</b></div> <div>What interactions do they have at each step along the way?</div> <div><div>■ <b>People:</b> Who do they see or talk to?</div><div>■ <b>Places:</b> Where are they?</div><div>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</div></div>	<div>Customer view the user interface</div> <div>Interaction with chatbot</div> <div>View the contact options</div>	<div>Analyse the features</div> <div>Thought about using the feature</div>	<div>Update t h e i r Inventory details regularly</div>		<div>The recommendation from the users already the user new users can be brought into using the application</div>
<div></div> <div><b>Goals &amp; motivations</b></div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To use the application</div>	<div>Aim to do registration successfully</div>	<div>Increase the Application experience</div> <div>Increase the customer experience buy updating UI</div> <div>Increase customer service by updating the chat bot</div>	<div>Help me find out the clear and correct result</div> <div>Able to find out the correct solution</div>	<div>Encourage other to use the application</div>
<div></div> <div><b>Positive moments</b></div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>User feel free to use the application anytime</div>	<div>User feel free to access website at any time</div>	<div>Spending time on good work</div>	<div>People while leaving the application feels motivated and inspired</div> <div>Customer can be happy to write their reviews</div>	<div>Increase the interest towards the customers</div>
<div></div> <div><b>Negative moments</b></div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>People sometime enters the wrong user information</div>	<div>People ignore most of the notification</div>	<div>Organization sometimes hesitate to giveaway some product details</div>	<div>Customer feel reviewing as a difficult process</div>	<div>Customer things the time for giving for feedback as waste</div>
<div></div> <div><b>Areas of opportunity</b></div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Will we be able to take the data of product availability too?</div>	<div>Can the user update the details?</div>	<div>The customer can able to use the chatbot wisely</div>	<div>The organization will receive the email as soon as the product runs out</div>	<div>User need to update the data about the products bought regularly</div>