

Project Design Phase – II

Customer Journey and Experience Map

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

Template

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 stop by stop process someone typically experiences, then add detail to each of the other rows.

TIP

As you who share to fill in experiences, more detail is more "lived in" the better it will be. Don't be afraid to document your own experiences.

Scenario Browsing, booking, attending, and riding a local city tour	Entice How does someone initially become aware of this process?	Enter What do people expect as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people actually experience as the process finishes?	Extend What happens after the experience is over?
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Rail freight is something I heard from my partners</p> <p>Heard this through Business Development</p>	<p>It was safe</p> <p>It was better and faster than other</p> <p>It was better than what I was used to</p>	<p>It was better than what I was used to</p> <p>It was better than what I was used to</p> <p>It was better than what I was used to</p>	<p>It was better than what I was used to</p> <p>It was better than what I was used to</p> <p>It was better than what I was used to</p>	<p>It was better than what I was used to</p> <p>It was better than what I was used to</p> <p>It was better than what I was used to</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p>	<p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p>	<p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p>	<p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p>	<p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p> <p>Interactions with people who are not in the same way</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me with this digital form</p> <p>Help me with this digital form</p> <p>Help me with this digital form</p>	<p>Help me with this digital form</p> <p>Help me with this digital form</p> <p>Help me with this digital form</p>	<p>Help me with this digital form</p> <p>Help me with this digital form</p> <p>Help me with this digital form</p>	<p>Help me with this digital form</p> <p>Help me with this digital form</p> <p>Help me with this digital form</p>	<p>Help me with this digital form</p> <p>Help me with this digital form</p> <p>Help me with this digital form</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Good customer service</p> <p>Good customer service</p> <p>Good customer service</p>	<p>Good customer service</p> <p>Good customer service</p> <p>Good customer service</p>	<p>Good customer service</p> <p>Good customer service</p> <p>Good customer service</p>	<p>Good customer service</p> <p>Good customer service</p> <p>Good customer service</p>	<p>Good customer service</p> <p>Good customer service</p> <p>Good customer service</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What does do we have? What have others suggested?</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>	<p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p> <p>Cost Optimization is all a Good thing</p>

Need some inspiration?

See previous version of this template to better understand.

Open example