

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

Product School



Document an existing experience

costly, or time-consuming?

Areas of opportunity

How might we make each step

What have others suggested?

better? What ideas do we have?

TO FIND THE

SPECIES NAME

PROMOTES THE APPS

IN PLACES LIKE

TOURISTATTRACTIONS

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.



search

More detailed

information and

reference links can

be provided

submitting their input

photos

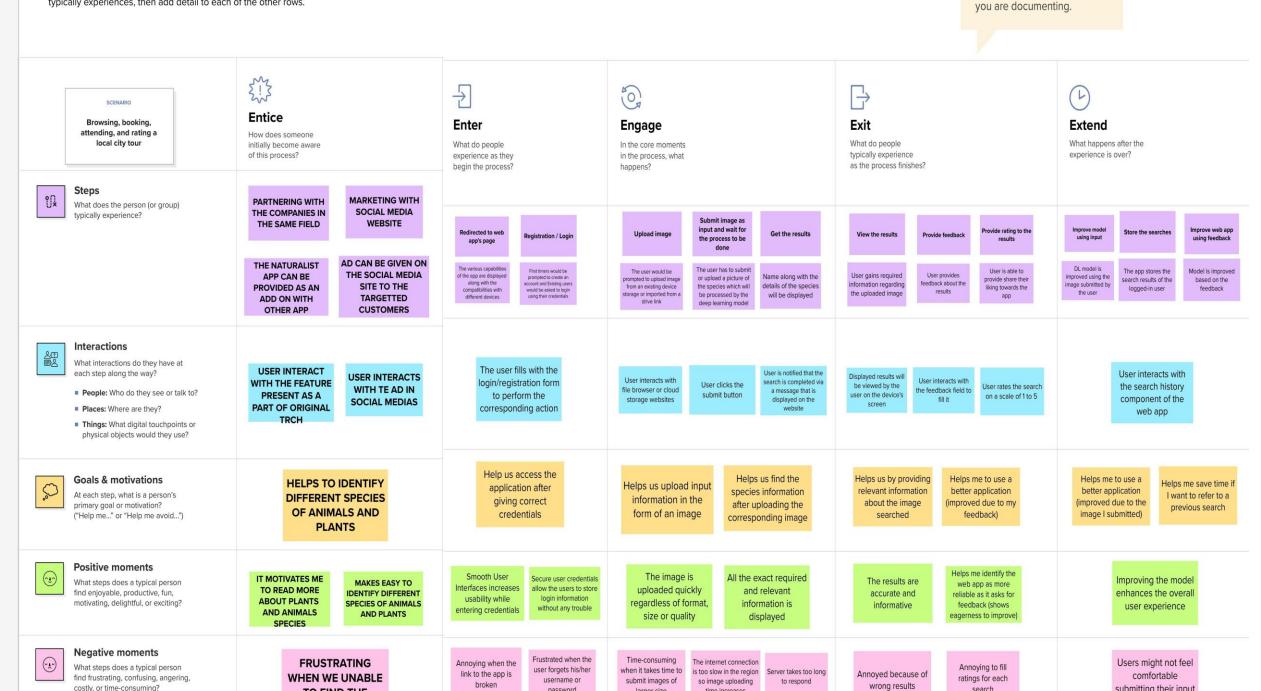
Related information

on other species in

the geographical

region is suggested

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



larger size

time increases

Facts can be

displayed when the

result is getting

loaded

password

By providing

navigation tips while

using the application

