

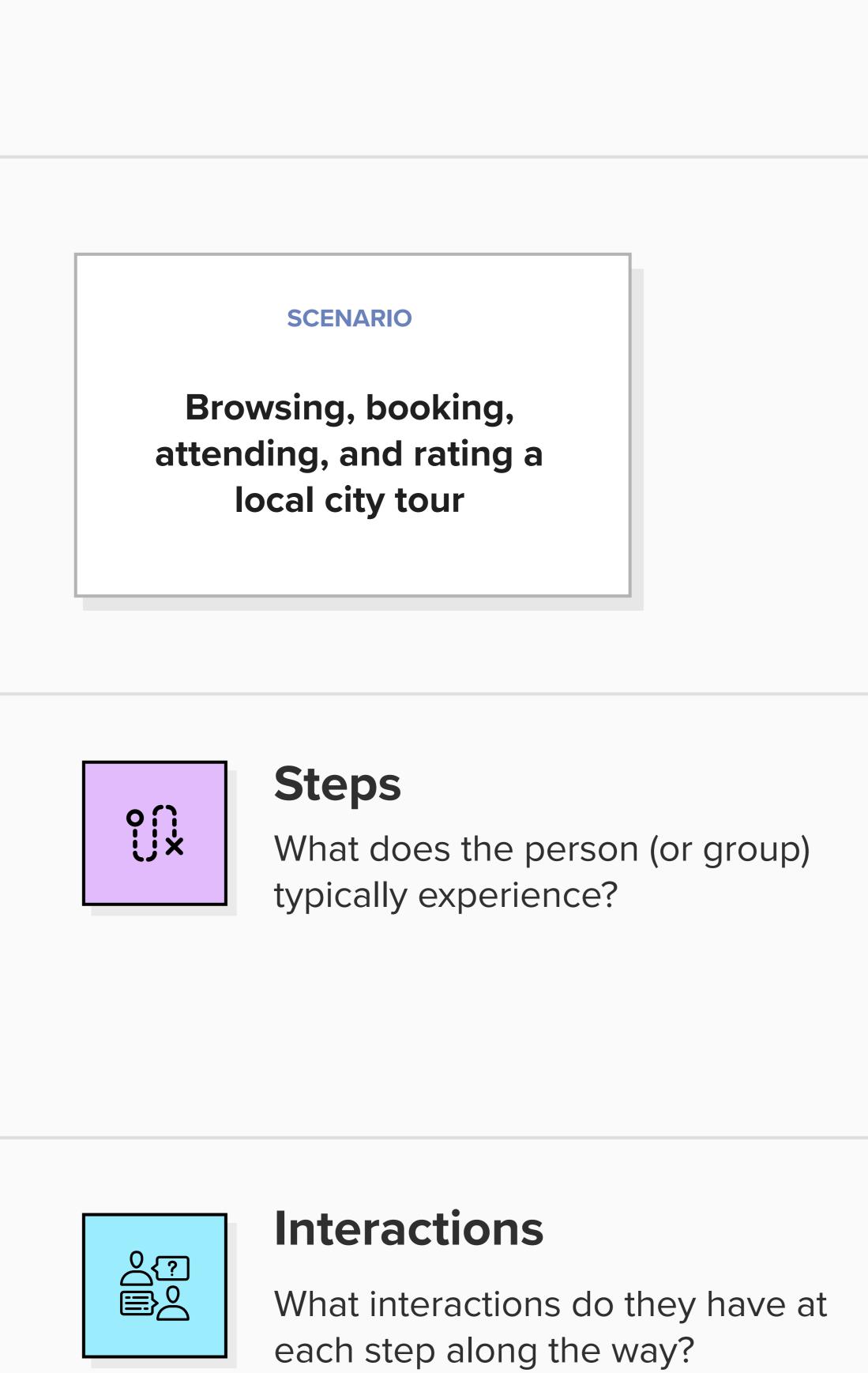
experience journey map

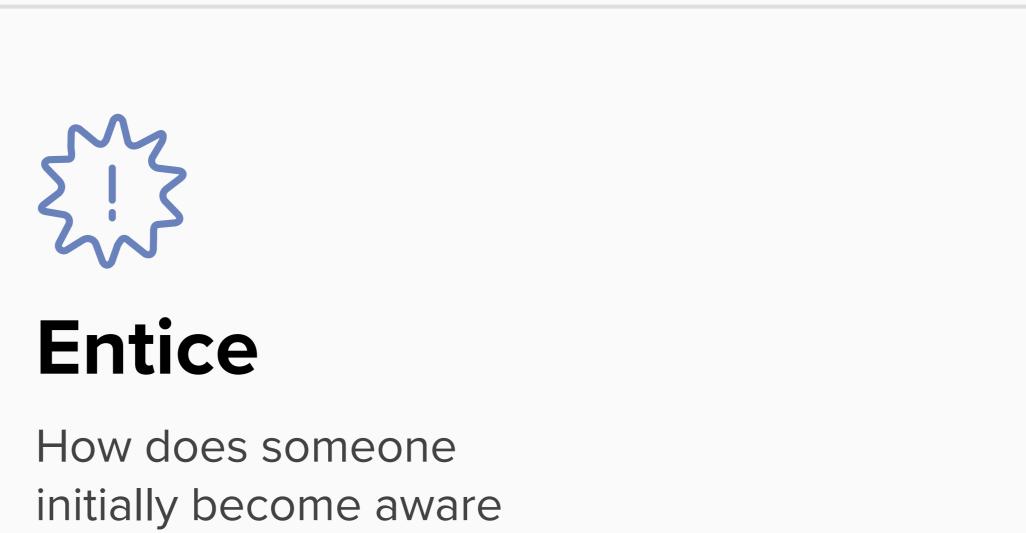
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

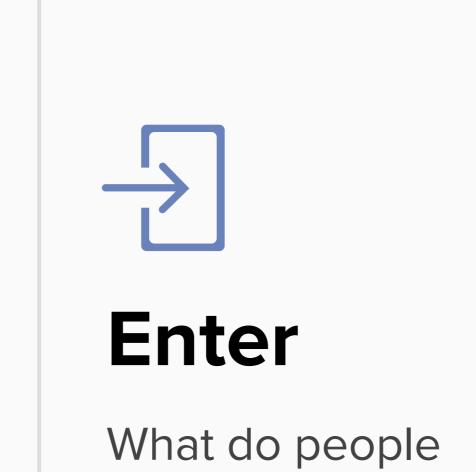
Created in partnership with

Product School

Al Power Nutrition Analyzer for Fitness Enthusiasts

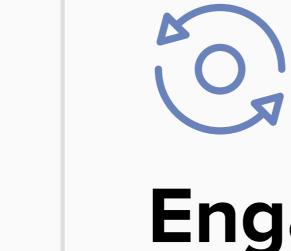






experience as they

begin the process?





In the core moments in the process, what happens?



What do people

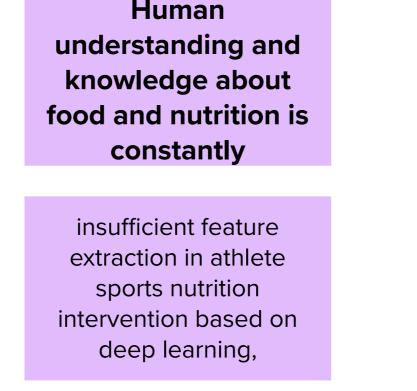
typically experience

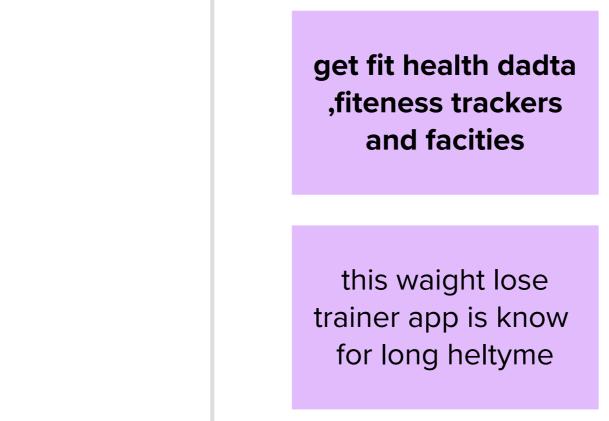
as the process finishes?

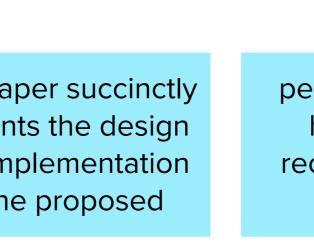
Extend

What happens after the experience is over?

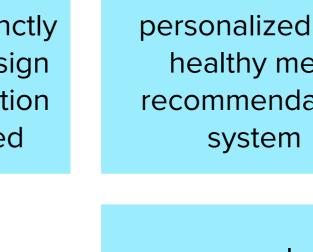








of this process?







Goals & motivations

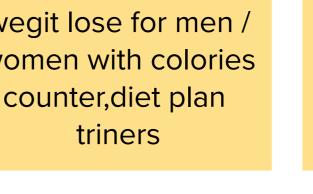
Places: Where are they?

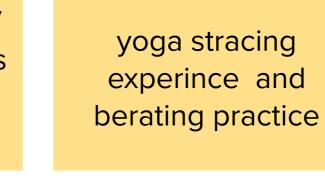
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

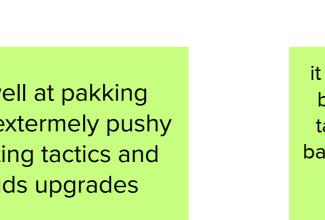
People: Who do they see or talk to?

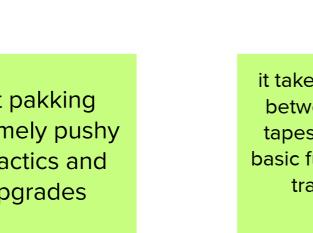
Things: What digital touchpoints or

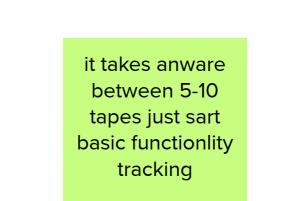
physical objects would they use?

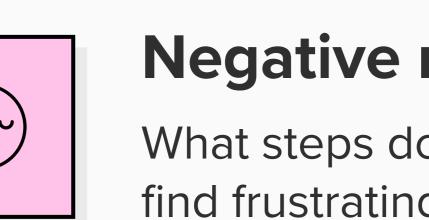


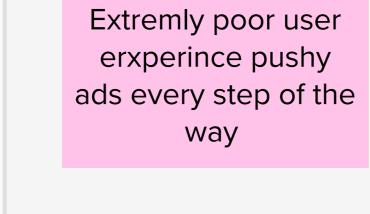


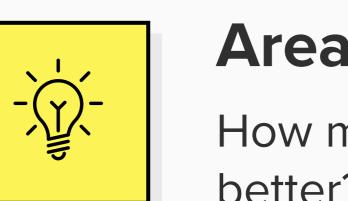












What have others suggested?

