




# 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

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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 you are documenting.

	<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Opening the app</div> <div>Visual treat is present and widgets are arranged in position for better experience</div> <div>Details of sensor data</div> <div>Data is represented for filling color in a bar or numeric value for better understanding</div> <div>Motor control</div> <div>Providing button in switch style to control the motor</div>	<div>Information about the land</div> <div>Get to know about the land</div> <div>More about sensor data</div> <div>Click to know in detail about it</div>	<div>Detailed information</div> <div>Detailed information about the land and weather which helps to plan efficiently</div> <div>Remote access</div> <div>Ability to control the motor</div>	<div>Satisfied</div> <div>Since the work is completed in an easier way</div>	<div>Send alerts</div> <div>Reminder to turn off the motor</div>	
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div>	
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div></div> <div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Frustration in seeing something</div>	<div>Confusion because of different ideas</div>	<div>Need to turn off the motor in app manually</div>	<div></div>	<div></div>	
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Alerting to open the app every 2-4 hours to know about the information</div>	<div></div>	<div>Use of timer for better experience</div>	<div></div>	<div></div>	

