



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**

 Share template feedback














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, installing, using the app and rating the Nutritional analyzer app</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><div>searching for a solution online</div><div>searching for an application</div><div>searching for a solution through the internet for their specific problem</div><div>Finding an application in their app store to solve their problems in a better way</div></div>	<div><div>starting the usage</div><div>Having doubts</div><div>Finding the solution</div><div>They got to know the basic features through the tutorials provided within the app</div><div>They have doubts whether the app can provide a solution for their specific problem</div><div>They finally came to know a lot the app is useful and can be a confidence booster</div></div>	<div><div>Start using the application whenever needed</div><div>They will be looking for good user interfaces to have a smooth communication</div><div>They will be utilizing all the features of the application to gain better experience</div><div>They start to engage with people as much as possible</div></div>	<div><div>They get the solution for their problem by using the app</div><div>They get more updates from the app which will be useful for them</div></div>	<div><div>The feedback is given by the customer which will be useful for the product development</div></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>they interact with people in their close circle who might suggest our app</div><div>They search in the online platform to find a solution</div><div>They interact with physical objects such as smartphones to search our app</div></div>	<div><div>they open the application with their smartphones</div><div>They interact with the interface provided by the app</div><div>they search for a solution for their problem</div></div>	<div><div>The customer interacts with the interface of the app</div><div>They interact with other users and recommended solution</div></div>	<div><div>They get the solution for their problem by interacting with the app</div></div>	<div><div>The customer also interact with the app provide and provide feedback</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>They goal is to find a solution for their problem</div></div>	<div><div>Motivated to learn the features of the app</div></div>	<div><div>Use the features of the app to find the solution</div></div>	<div><div>Motivated to use the app in the future if problem arises</div></div>	<div><div>Motivated to give feedback and improve the app</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>They are motivated to find the solution for their problem</div></div>	<div><div>They are motivated to learn the features of the app</div></div>	<div><div>They are excited to learn all the features provided by the app</div></div>	<div><div>They are happy when they find the solution for their problem</div></div>	<div><div>They are motivated to keep using the app after getting accustomed to the features</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><div>Searching for a suitable app for their problem</div></div>	<div><div>Log in details to be filled are time consuming</div></div>	<div><div>Using the interface is a bit difficult to them</div></div>	<div><div>Frustrated when they could not find the solution for their problem</div></div>	<div><div>Solution is not sufficient for their problem</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><div>Using tutorials to make the process easy</div></div>	<div><div>Easy interface to make the log in process easier</div></div>	<div><div>Suggestions based on their filters</div></div>	<div><div>Asking for feedback to improve the process</div></div>	<div><div>Notifying recommended solution for their problems</div></div>



Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

