

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

NEWS TRACKER APPLICATION	Entice Entice How does someone ministly become ensure of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what heppened	Exit What to people Typically experience as the process finished?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Bullivarian Paulification Consisting plants Service of all one one Manufacture of the service	Basedia. The coincepton (the baseding of the coincepton of the coi	APT Twisting Students Finishing and Enterprise even through the cover to the cover through the cover	Broom sealther are shown for the top show th	Contest passe Gaile Datest application, and their even Gaile Traine Adjoined Gaile Traine Gaile Traine Gaile Traine Gaile Gai
What interactions What interactions do they have at each table plong the way? * People: Who do they see or talk to? * Places: When are they? * Things: What digital to composition or physical objects would they use?	Supprovined Pulls Experience Using of 65 and Annual States	Grant collisions. Versity data Versity dat	Business Law Services and Services and Services	Get free conhibers. Get a their annual annu	May continue, and the time to the same
Goals & motivations At each step, what is a person's primary good or enchoration? ("Help me.," or "Help me avoid")	Access was State for executing section of the secti	* vide and a part on the control for the desired forms of the control fo	Access front from Mississ update and the holy of AFA. Because additional many and discloses.	Paggillar	Support the age to chain
Positive moments What steeps does a hipical person from demopyship productive fun, motivating, delightful, or exciting?	For making state statement from Social Sources	Allering From	(see bendy	Account Secure	Souther provides
Negative moments What steps does a hipical person from Insatering contemping engeling, codey, or time consuming?	Nagalan cinc on created by scaling label costs	Network haves	Walliam de printer	Ut on the control of	A regulation areas towards using this eggs
Areas of opportunity How might we make each step better? What Ideas do we have? What have others suggested?	Final, or mad- send but from	Such the even from an armony and distinct, where the even from an armony are the even from the even	Battes advantanting of current behave when come batter when come batter wenders	Communication for United they associated	Covers Cost When extends dozen having another excess having another excess.

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