



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.

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SCENARIO NEWS TRACKER APPLICATION	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Anticipation Checking latest news and the latest headlines to know the latest updates	Navigation Scrolling with the article	Discovery User knowledge about content, relevance of the article	Engagement Reading and analyzing news	Completion User's search and what they think the news is about
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	Touchpoints Public transport and outdoor news	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Anticipation Anticipation of the latest news	Navigation User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Anticipation Anticipation of the latest news	Navigation User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Anticipation Anticipation of the latest news	Navigation User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Anticipation Anticipation of the latest news	Navigation User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article	Engagement User's knowledge about content, relevance of the article