



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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







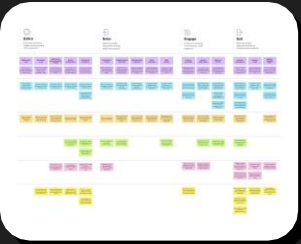
Document an existing experience

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.

SCENARIO Browsing, booking, attending, and rating a local city tour	 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?	<div>Visit our website</div> <div>Customer navigates to the home page of our website</div>	<div>Login / Register</div> <div>The customer need to enter the login credentials</div> <div>Add Amount in wallet</div> <div>The customer need to enter the Amount details in the wallet.</div>	<div>Add Expense</div> <div>The user need to add their expense</div> <div>Set budget Limit</div> <div>The user need to set a limit for the amount to be used for that particular month</div> <div>Analysis of their expense</div> <div>The user will get a graphical Form based on their expense</div> <div>Gets Notified</div> <div>If the limit is exceeded the user will be notified with an email alert.</div>	<div>Leaves the website</div> <div>After entering the details the user views the analysis graph and leaves the website</div>	<div>Personalized Recommendation</div> <div>After getting user friendly experience from our website the customer can suggest our website to their friends and neighbours</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Home page of our website</div>	<div>Register/Login page of our website</div> <div>Wallet section of our website</div>	<div>Wallet section of our website</div> <div>Analytics section of our website</div> <div>Customer's email software like gmail, outlook etc...</div>	<div>Exits our website</div>	<div>Through recommendation our user count gets increased</div>
 Goals & motivations 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>
 Positive moments 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>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div></div>	<div></div>	<div></div> <div></div>	<div></div>	<div></div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>



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