

## Customer journey map

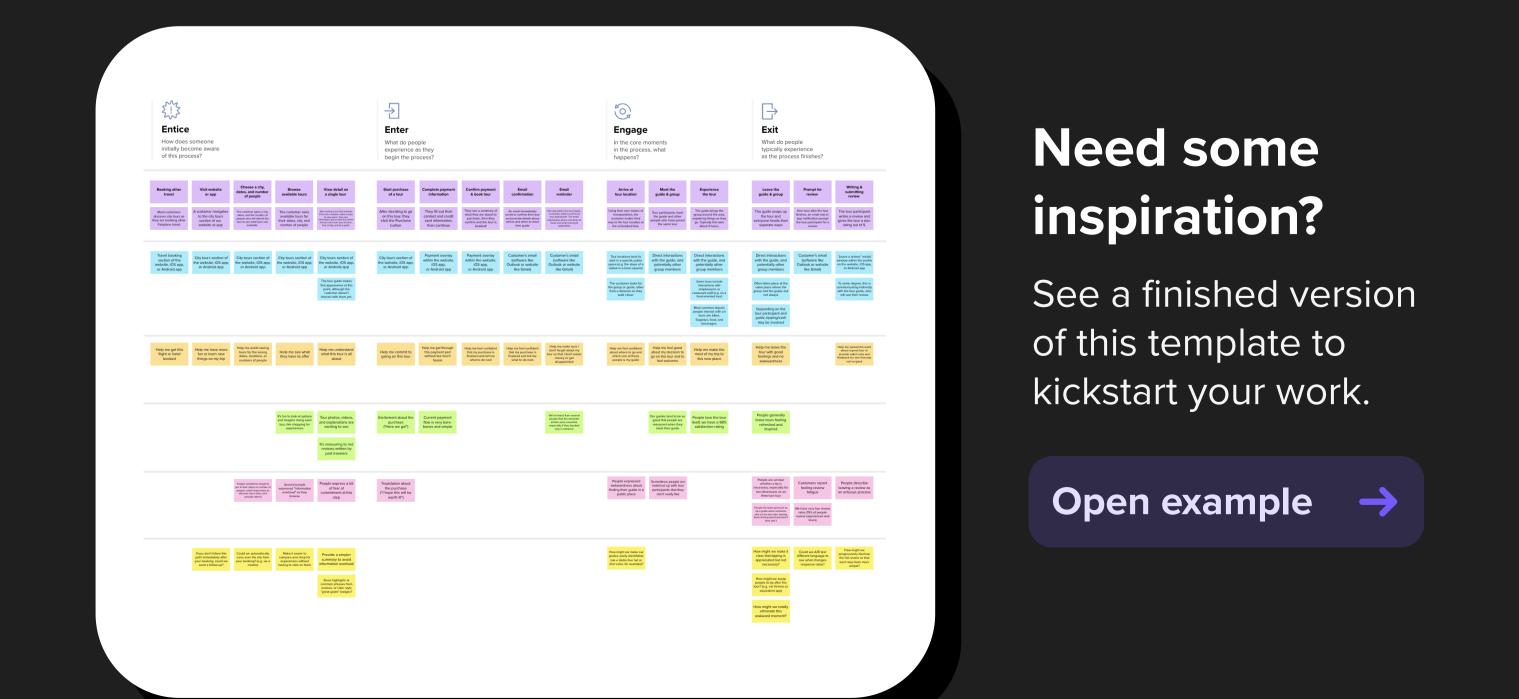
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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

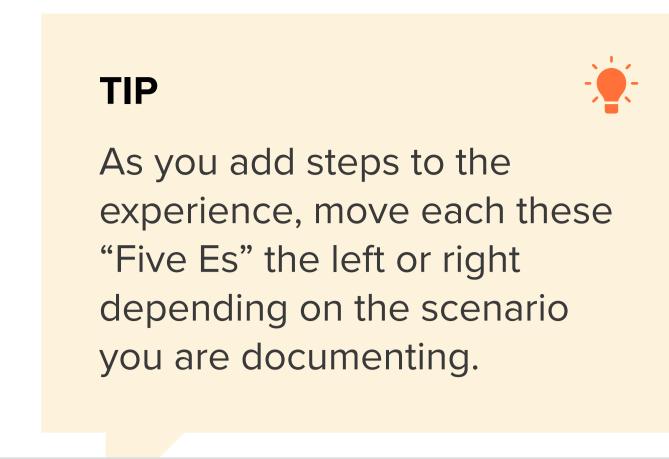
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## Document an existing experience

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.



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?	Search for support  Browse for knowledge base for issues  For resolving the customer facing problems  Self resolving for a specific problem	Raising an issue  Bringing a Unreachable problem	waiting for the timing response  Taking time for the agent to respond	Closing the ticket costing	Personalized recommentation
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?	Customer  Dashboard of the applications  Chatbox email support	Customer and Administrator  Chatbox email support	Customer and agent Customer care Email notification	Customer administrator and agent  Customer care application  Ticket costing	Customer email
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Problem to be solved 24/7 Services	For receiving and time support from application	Solving the problems on time  All time support	Managed time for accurate response  Flexible navigation	Help to customer get solution for their problem
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Momentry responding to the customer	Most experience agents	Managing the customer time	Agent should involve customers problem
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delay response	Net responding	Time out tickets closing	Missing customer tickets	Waiting an hold for too long
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Administrative Routing  Delay response Automated ticket closing	Advanced automated navigation mapping  Timed responding	Time Speed responding	Automated ticket closing  Administrative routing	Offer fast support Reduce waiting time

