



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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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.

	Entice	Enter	Engage	Exit	Extend
Stages	What does the person see (or not) typically experienced?	What does the person experience as they begin the process?	What does the person experience as they engage with the product?	What does the person experience as they exit the process?	What does the person experience after the experience is over?
Interactions	What interactions do they have at each step along the way?	What interactions do they have as they begin the process?	What interactions do they have as they engage with the product?	What interactions do they have as they exit the process?	What interactions do they have after the experience is over?
Goals & motivations	At each step, what is the person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	At each step, what is the person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	At each step, what is the person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	At each step, what is the person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	At each step, what is the person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")
Positive moments	What steps does a typical person find enjoyable, pleasant, fun, motivating, satisfying, or exciting?	What steps does a typical person find enjoyable, pleasant, fun, motivating, satisfying, or exciting?	What steps does a typical person find enjoyable, pleasant, fun, motivating, satisfying, or exciting?	What steps does a typical person find enjoyable, pleasant, fun, motivating, satisfying, or exciting?	What steps does a typical person find enjoyable, pleasant, fun, motivating, satisfying, or exciting?
Negative moments	What steps does a typical person find frustrating, confusing, or getting caught, or time-consuming?	What steps does a typical person find frustrating, confusing, or getting caught, or time-consuming?	What steps does a typical person find frustrating, confusing, or getting caught, or time-consuming?	What steps does a typical person find frustrating, confusing, or getting caught, or time-consuming?	What steps does a typical person find frustrating, confusing, or getting caught, or time-consuming?
Areas of opportunity	What might we do at each step better? What ideas do we have? What can others suggest?	What might we do at each step better? What ideas do we have? What can others suggest?	What might we do at each step better? What ideas do we have? What can others suggest?	What might we do at each step better? What ideas do we have? What can others suggest?	What might we do at each step better? What ideas do we have? What can others suggest?



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