

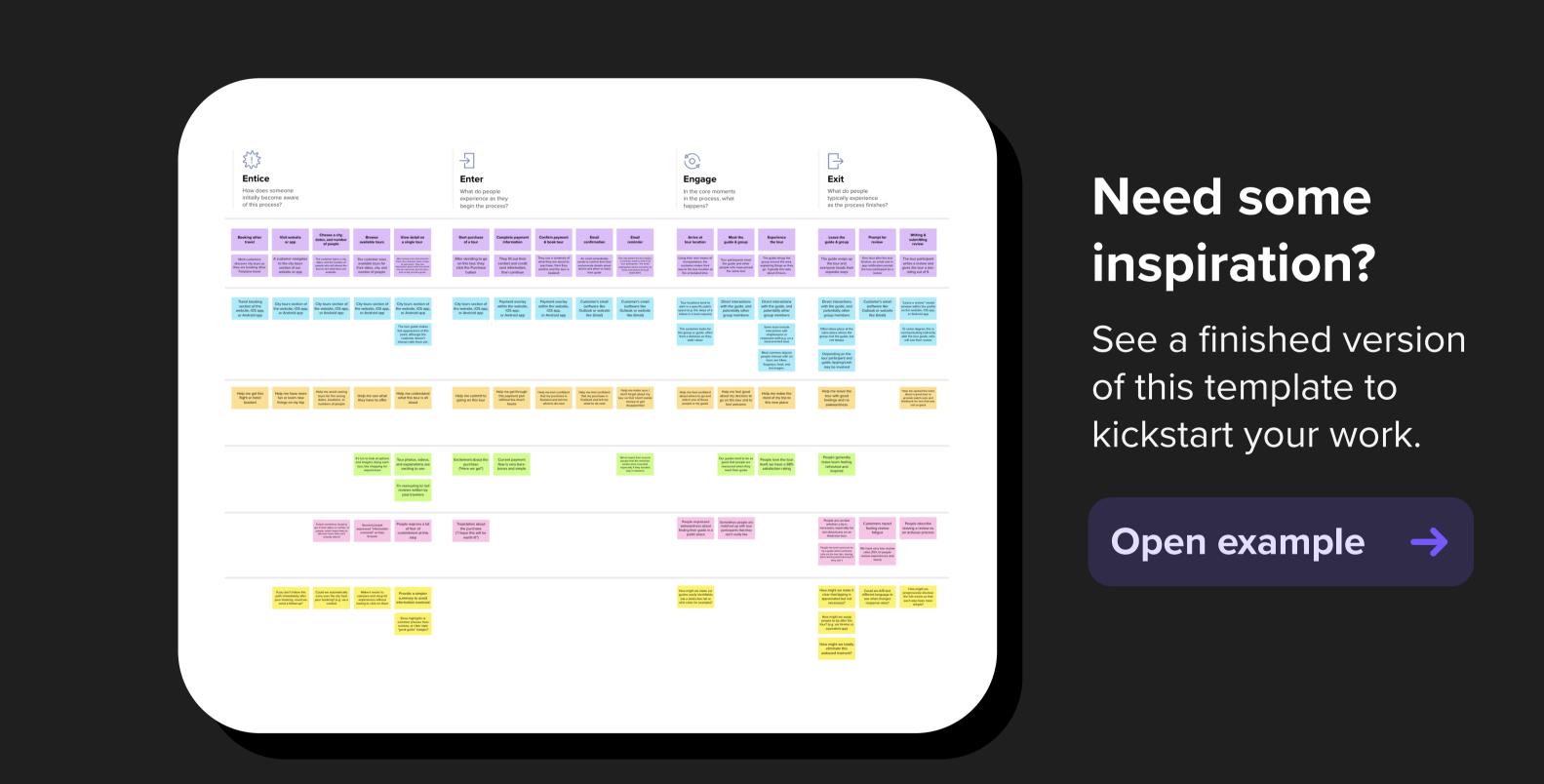
Customer Journey Map

Customer journey maps often expose pain points and opportunities for improvement in many other areas along the entire user journey – not just as it relates to software applications, but the process and overall customer service issues as well.

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.

Analytics for Hospitals Health-Care Data

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

