

## 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 wit real people rather than relying on your hunches or assumption

Created in partnership with

Product School

typically experiences, then add detail to each of the other rows. Add amount in Analysis of Add **Visit Our Website** to the home page of Leaves the Website our website Notified expense The customer need Clearer way of to enter the login viewing the **SCENARIO** credentials expenses as a chart After entering the If the limit is The user need to set The user will get a details the user views exceeded the user Browsing, booking, their limit for the The user need to add graphical form based the analysis graph and will be notified with attending, and rating a amount to be used for their expense on their expense leaves the website an email alert local city tour that particular month Interactions wallet section of our Register/Login page Customer's email What interactions do they have at Home page of our website website of our website software like each step along the way? gmail,outlook etc..,. People: Who do they see or talk to? Exits our website Places: Where are they? Things: What digital touchpoints or Home page of our website Setting the spending physical objects would they use? our website **Goals & motivations** Helps me to get Helps me to leave the Helps me to add my Helps me to analyse At each step, what is a person's Helps me to enter the notified when the Helps me to validate website with Helps me to get into primary goal or motivation? expense in the wallet amount details in the my expense satisfication my login credentials limit exceeds the application ("Help me..." or "Help me avoid...") wallet **Positive moments** What steps does a typical person No ads in home page Easy to analyse my find enjoyable, productive, fun, Gets notification at Leaves the website so user may feel Easy to use design motivating, delightful, or exciting? expense with satisfaction good to use **Negative moments** People feel cheated if Sometime people can Sometimes the What steps does a typical person they don't feel the People not enjoying it enter wrong login find frustrating, confusing, angering, result as expected costly, or time-consuming? credentials the limit

What do people

experience as they

begin the process?

Engage

happens?

In the core moments

in the process, what

**Exit** 

What do people

typically experience

as the process finishes?

**Extend** 

What happens after the

After getting user friendly

experienced from our

website the customer can

suggest our website to the

friends and neighbours

through

recommendation ou

user couldn't gets

increased

Helps me to

encourage others to

use our website

No ads in home page

give recommendation

to others

so user may feel

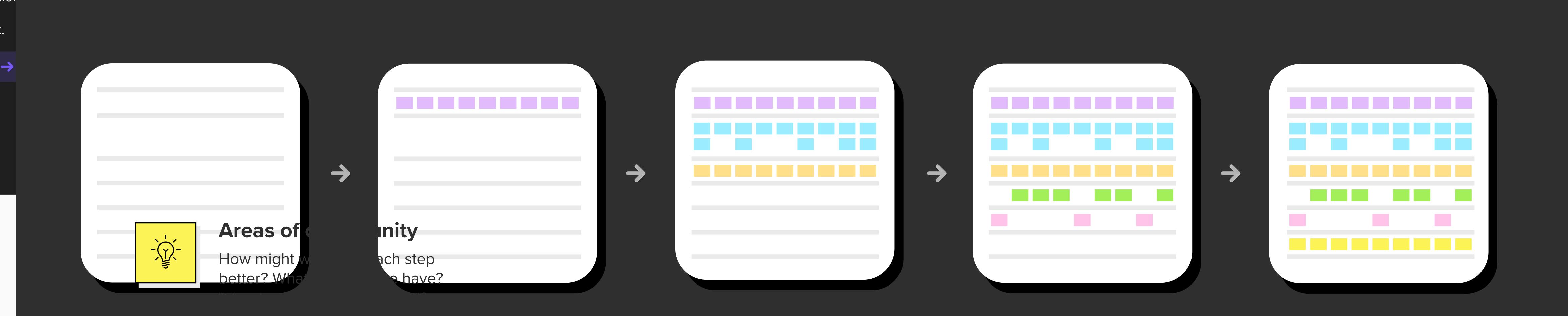
so user may feel

good to use

experience is over?

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**Entice** 

How does someone

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