

CUSTOMER JOURNEY

PROJECT TITTLE

SKILL AND JOB RECOMMEDER

TEAM ID

PNT2022TMID46086

Customer journey

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.

| SCENARIO | Entice | Enter | Engage | Exit | Extend |
|--|--|--|---|--|--|
| Browsing, booking, attending, and rating a local city tour | How does someone initially become aware of this process? | What do people experience as they begin the process? | In the core moments in the process, what happens? | What do people typically experience as the process finishes? | What happens after the experience is over? |
| Steps | What does the person (or group) typically experience? | | | | |
| Interactions | What interactions do they have at each step along the way? | | | | |
| Goals & motivations | At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | | | | |
| Positive moments | What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | | | | |
| Negative moments | What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | | | | |
| Areas of opportunity | How might we make each step better? What ideas do we have? What have others suggested? | | | | |

Always write a description of the scenario or process you are mapping. This is the starting point of the experience and helps you define the scope of the map.

Step 1: Define the scenario or process you are mapping.

Step 2: Define the steps of the experience.

Step 3: Define the goals and motivations.

Step 4: Define the positive moments.

Step 5: Define the negative moments.

Step 6: Define the areas of opportunity.

