

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.

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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.

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 Unsolvable Problem Raising an Issue Bringing a Unsolvable Problem	Waiting for the Response Remaining Patience to Receive the response Taking time for the Agent to Respond Waiting for the Specific agent to respond.	Closing the ticket Closing Completely closing the tickets after solving to closing the time consuming tickets	
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 Application Chatbot, Email Support	Customer and Adminstrator Source Application Chatbot, Email Support	Customer and Agent Customer Care Email Notification	Customer Care Application Ticket Closing	
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 Support	Fast Resolving and Time Managed Flexible Support from Application	Solving the Issues on time. All time Support	Managed time for Accurate Response Flexible Navigation	
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 Customers	Most Experienced Agents	Managing the Utilization of Customer time	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	Not Responding	Time out Tickets causing to ticket closure	Making False Customer Tickets	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Administrative Routing Delayed Response Automated Ticket Closing	Automated Navigation Mapping Timed Responding	Time Consuming Ticket Evaluation Speed Responding	Automated Ticket Closure Administrated Routing System Failure Data Loss Resolving	