

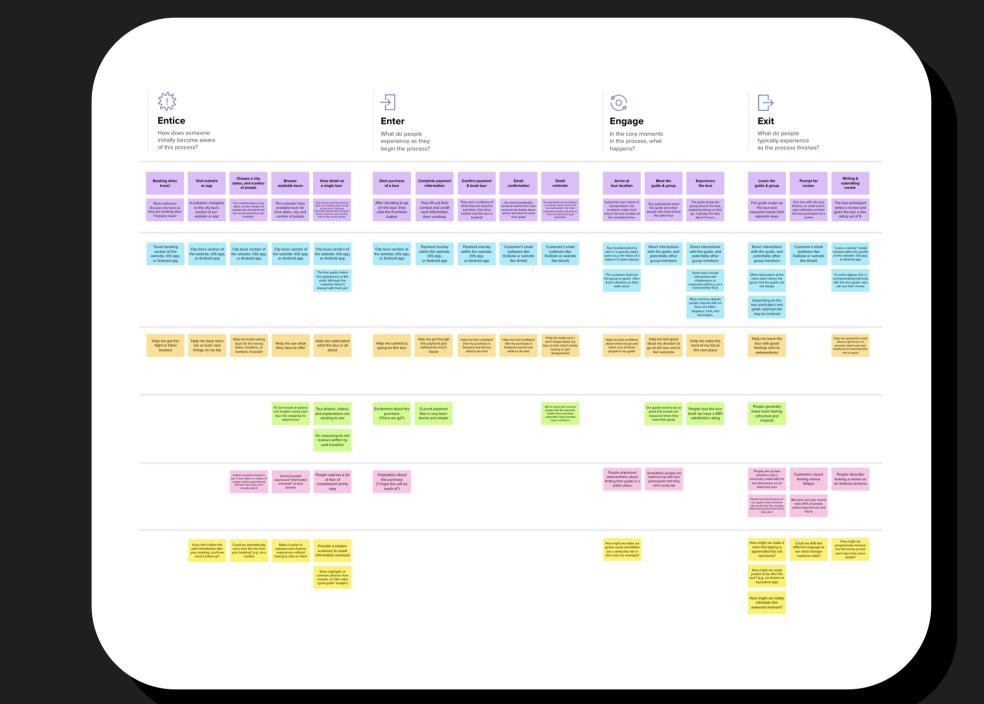
Customer experience journey map

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.

Created in partnership w

Product School

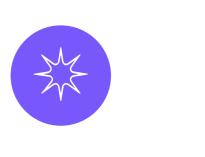




Need some inspiration?

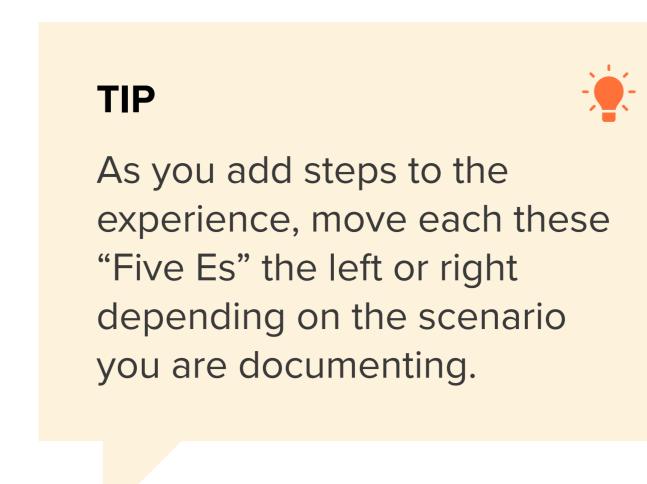
See a finished version of this template to kickstart your work.

Open example



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?	Customized Product Search Reduce time to search First Gives the correct search results what the customer needs. Reduce time to search Search By enabling chat bot, search time can be reduced	A user must log in/sign up the page to buy their needs. He / She can use the catalogs to search for their needs. Register with the mail and password Register with the mail and password Check the status of the catalogs	Add to Watchlist if the product is available, then it will be displayed Favourite products can be added to the watchlist for future use Viewing Reviews Go through the reviews posted by others	Ordering the products Giving Feedbacks After receiving a product, reviews can be given The customer products can be Ordered Payments Payments Payments Payments can be done via online payment or Cash on Delivery	Eagerness Emails for update Personalized Recommendation Provides interest to buy another products Receive a notification update for the websites After experiencing our user friendly website the customer can their friends and neighbours
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?	Easy to understand the websites to purchase Register and login section of the website Pages can be interacted user friendly to the user Provides discount	Product status details section of website Website log in page Product status Valid mail id can be used for Sign in / Sign up By Enabling voice notes	Happy as a customer fnding ease to use Chatbots are played more efciently Viewing all the search results in single page Customer request to the chatbot	Waiting for the Delivery of products Proper address can be given for the purchased products Payments can be made in secure manner Customer get satisfed	Getting interest buy moreproducts Customer fulflment Relocate the same website for more purchase
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help to increase the customer to get the product what they like Help me to avoid load more number of pages	Help me to get a reset link for the password incase it is incorrect Help me to avoid to take the login loading page more time	Help me to guithe properSearches Help me to avoid the advertisement while viewing the search results	Help me to get a quality product Help me to avoid the crime while payments are made	Help me to get notifications Help me to avoid the damaged products
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Its Feels more curiousity to see relevant search results	Eagerness to get into the website	Makes enthusiastic to see more number of relevant products	Eagerness to get the purchase	Feels happy after receiving a product
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	While loading it takes more time to search which feels frustated	While entering the website it takes more information to fll the details	Makes anger while loading a specifc need of product	Waiting for delivery can make a person loathing	Products must be related to their specifc requirements
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Enable popups for updates Providing products with low cost and high quality	Once logged in redirect to the account Provide sufcient catalogs	Align the products according to the top sites Recommend the previous search History for the user	Verify two step authentication for the payments Delivery the products on time without delaying	Exchange and Cancelling the products options can be available Refunding the payments is mandatory