Template

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 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.

TIP

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

Signup/Login 1

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	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?	Online advertisements/Social media/Hear from friends Web browsing/ Research on website Comparing available solutions Asking other users' experience	Signup/Login Research about website	Upload hand-drawn sample of spirals and waves Analyze the result provided by the application Go through the suggested treatment	Have clarity about the disease Have a prediction if the patient has Parkinson's Have idea regarding the treatment procedure	Visits doctor and rechecks the result Shares his experience Gives feedback
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?	Online interactions with websites/ advertisements /social media Discuss about the available options with friends. Discuss about the pros and cons with other users of the app. Discuss with friends about the trustworthiness of this application.	Take help from past users to understand the website. Compares available options by visiting website and asking users of other apps.	Interact with app as per the details required Take help from other users to understand the type of samples required for prediction.	Interacts with other potential users about the user friendly interface of the app.	Discuss the results with a doctor. Users interact with the app for further treatment Spread the word in the area about the application.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To get a solution for early detection of Parkinson's disease To look for an alternative solution other than already existing solutions. To look for an app that is data driven and predicts accurately.	Understand the user interface of the application. Know about the prerequisites for prediction.	To get an accurate prediction if the patient has Parkinson's disease To understand more about the disease. To get an understanding of treatment options available.	Decide about the next steps according to the prediction by application. Detailed analysis of available and suitable treatment options	Let other needful people know about the application Get a confirmation about the disease. Decide on treatment options to be taken
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Knowing that early detection of disease is possible Finding about an online application that uses latest technology to predict the disease. Realization that the application uses a combination of the Movement Disorder Society-Unified Parkinson's rating scale to assess the severity of disease.	Easy to understand user interface. Transparency on methods and data used for prediction. Detailed information about the disease. High accuracy of the application as compared to other available options.	Easy procedure to get the prediction about the disease. No complex prerequisites for taking samples from patients.	Accurate prediction of the disease. Transparency about severity of disease. Guidance about treatment procedure.	A pre-understanding of disease before visiting the doctor. More than one choice about treatment options available. App easily accessible on internet for anyone to use.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Skeptical about the accuracy and trustworthiness of the app. Overwhelmed by many options available on internet.	Very less to no pre-understanding of disease. Not comfortable with using mobile phones or other technological aspects of the app.	Unstable internet leading to difficulty in loading web pages. No easy accessible means available to get sound wave sample of the patient. Any physical disability leading to difficulty in taking hand drawn samples of spirals from the patient.	App unable to process uploaded images. Actual symptoms do not match the severity of disease as predicted by the app.	Hearing advices not to trust any such online applications. Treatment options suggested by app not easily accessible. No option available to give feedback to the development team.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	It should have good user experience so more and more people prefer using it. It should capture real view of the problem.	It should be an easy web model for first time users. A feature for users to get one time prediction without going through registration.	Data processing at regular intervals. It should be equipped with latest ML techniques. The proposed solution should have good time complexity.	Crucial to maintain privacy of the users. It'll be helpful to the users if their uploaded samples are stored by the application for future reference.	The application sends reminders to users about treatment.

Need some inspiration?

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

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