

Customer experience journey map

Template

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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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Need some inspiration?

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

Open example

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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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Discover new products</div> <div>Inspire customers</div> <div>Make them aware</div>	<div>Help them decide</div> <div>Product information</div>	<div>Demand opinions</div> <div>Support the customers</div> <div>Sell them the product</div>	<div>Makes the payment for preferred product</div>	<div>Share experiences</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>customers receives fashion advices on dresses from smart fashion</div> <div>Customers sees a new dresses on fashion recommender</div>	<div>Customers can see price,colors and sizes online</div>	<div>They checks the other dresses for proper comparisons</div> <div>Customers checks the product details</div> <div>Customers checks the products and availability</div> <div>Customers checks the loyalty points and views local offers</div>	<div>Makes the order</div>	<div>Share experiences with friends on social media</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Increase social following</div> <div>Achieve brand Recognition</div> <div>Review your business plan</div>	<div>Increase productivity</div>	<div>Target reliable customers and distributors</div> <div>Test new ideas</div> <div>Create new products</div>	<div>Attainable</div> <div>Relevant</div>	<div>Reach out to a customers needs</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Happy as the customers finds numerous products</div>	<div>Happy and excited!!!</div>	<div>Clear and innovative design</div> <div>Surprise to see lots of discounts</div> <div>Happy with the informative</div>	<div>Happy to see many options</div> <div>Excited to give a surprise to the friend</div>	<div>More user friendly</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Confusing about how to choose</div>	<div>Annoyed at the useless info</div>	<div>Frustrated about reviews from other customers</div> <div>Sad to see out of stock products</div>	<div>Not sure about how to find the best price</div>	<div>Feels unhappy to wait for a bit longtime</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Increase shooping cart value&amp;conversation rate</div> <div>Increase customer satisfaction</div>	<div>Make products to match expectations</div>	<div>online development</div> <div>Increase online sales</div> <div>satisfy customer needs and expectations through services</div>	<div>Target marketing,make re-ordering easy</div>	<div>Develop sharing</div> <div>Manage feedback and social media</div>