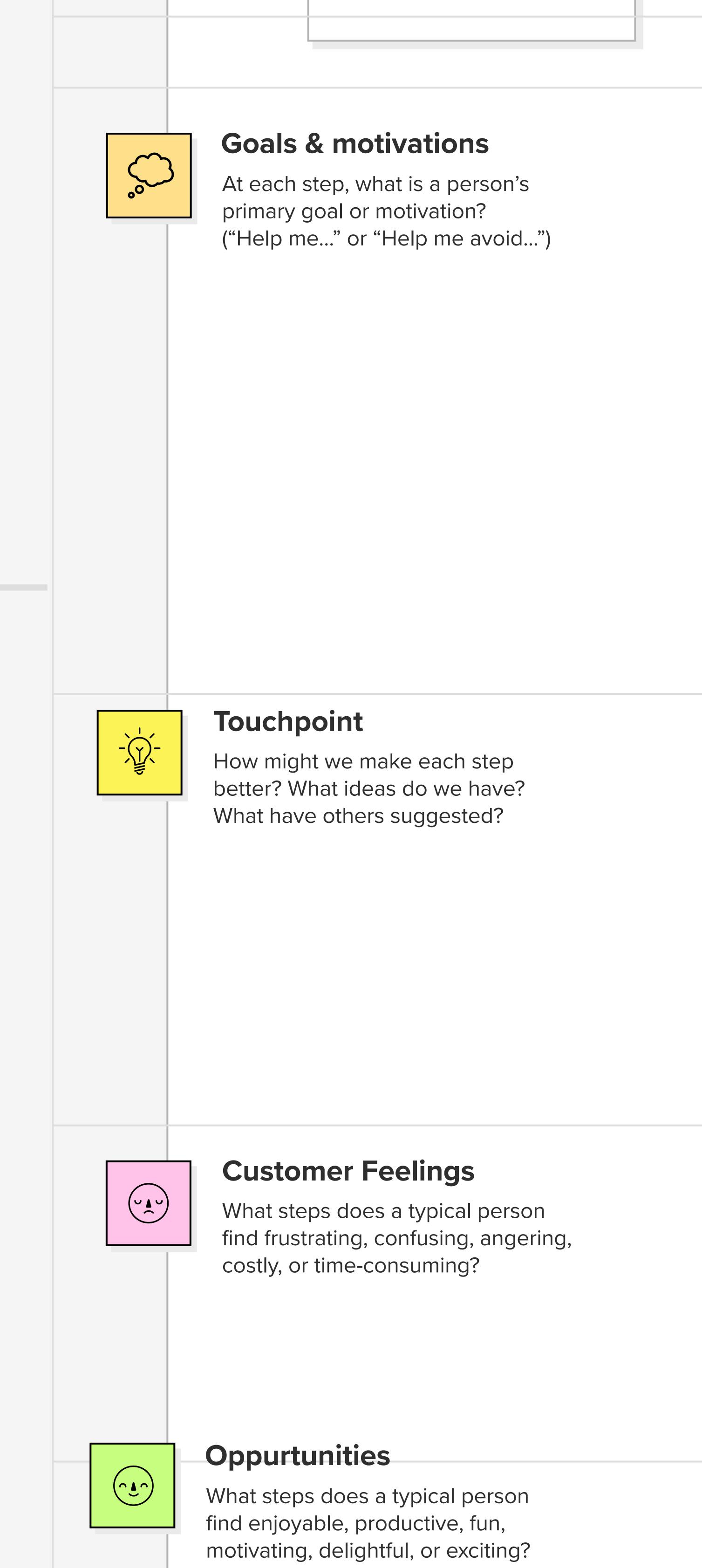


Customer experience Journey map

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



What does the person (or group)

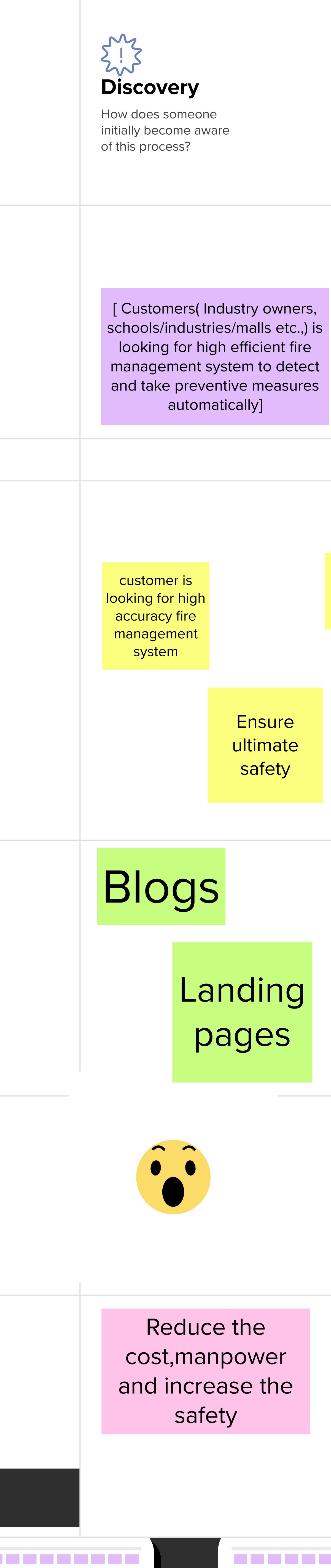
SCENARIO

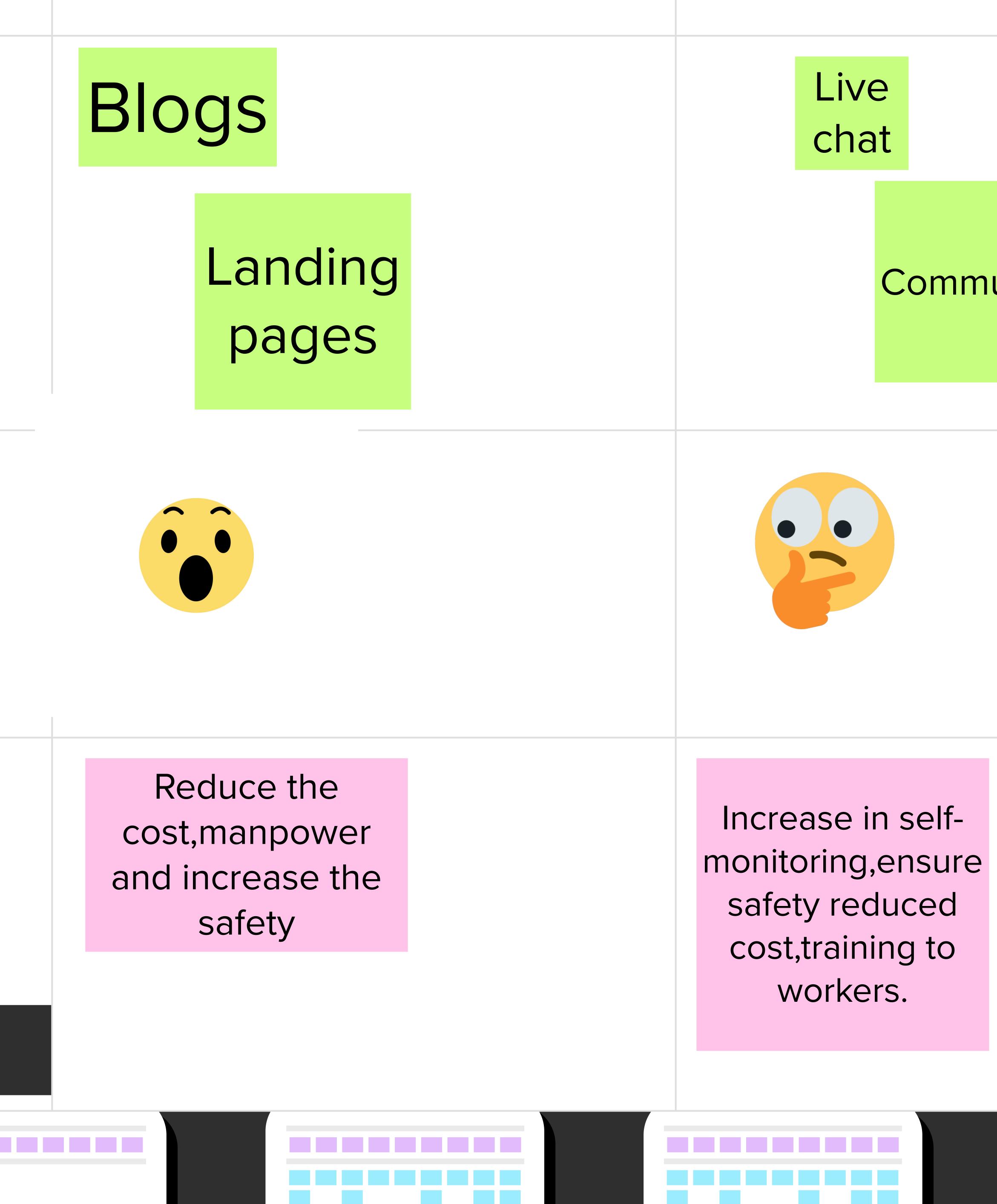
Browsing, booking,

attending, and rating a

local city tour

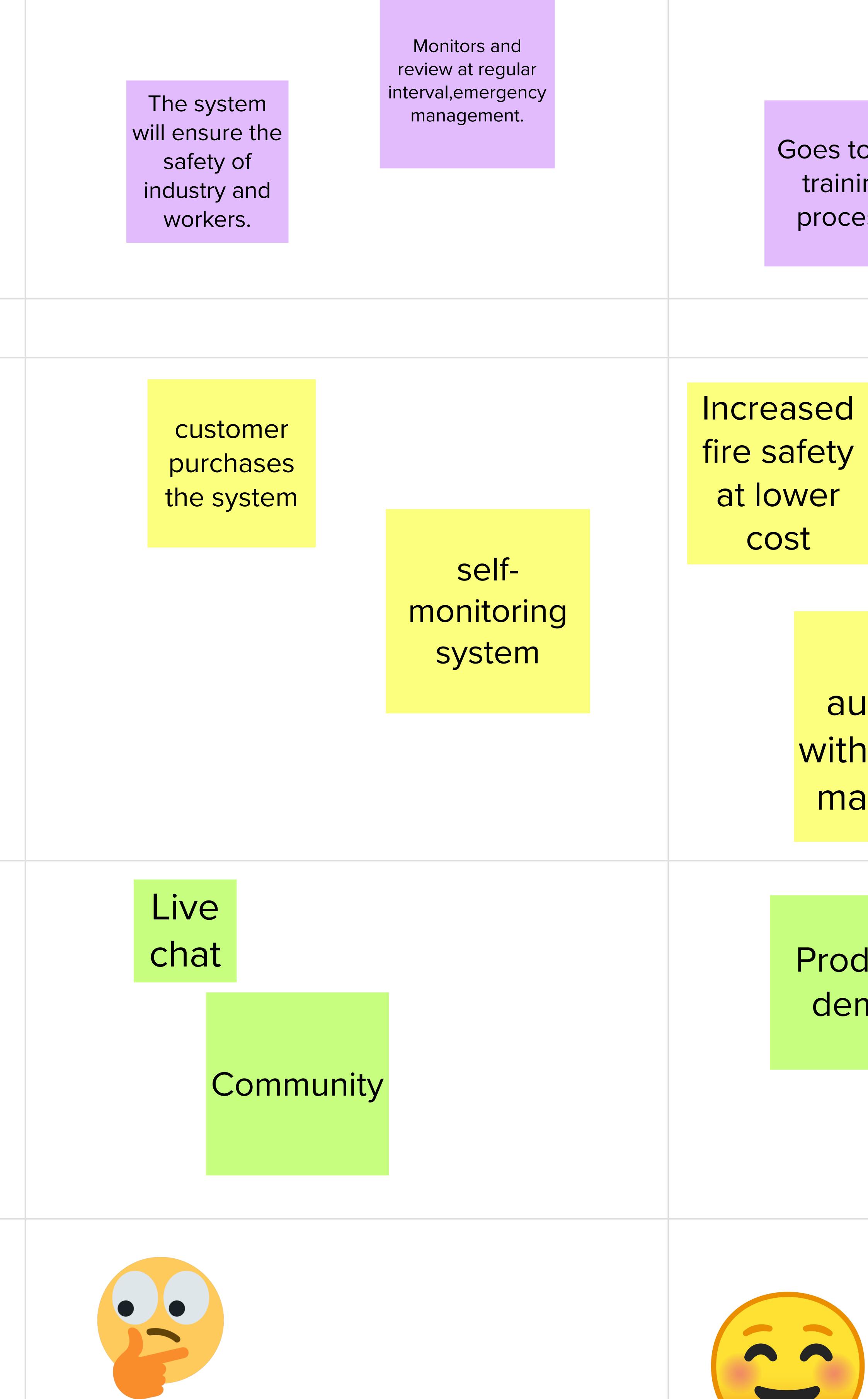
typically experience?





Easy

installation

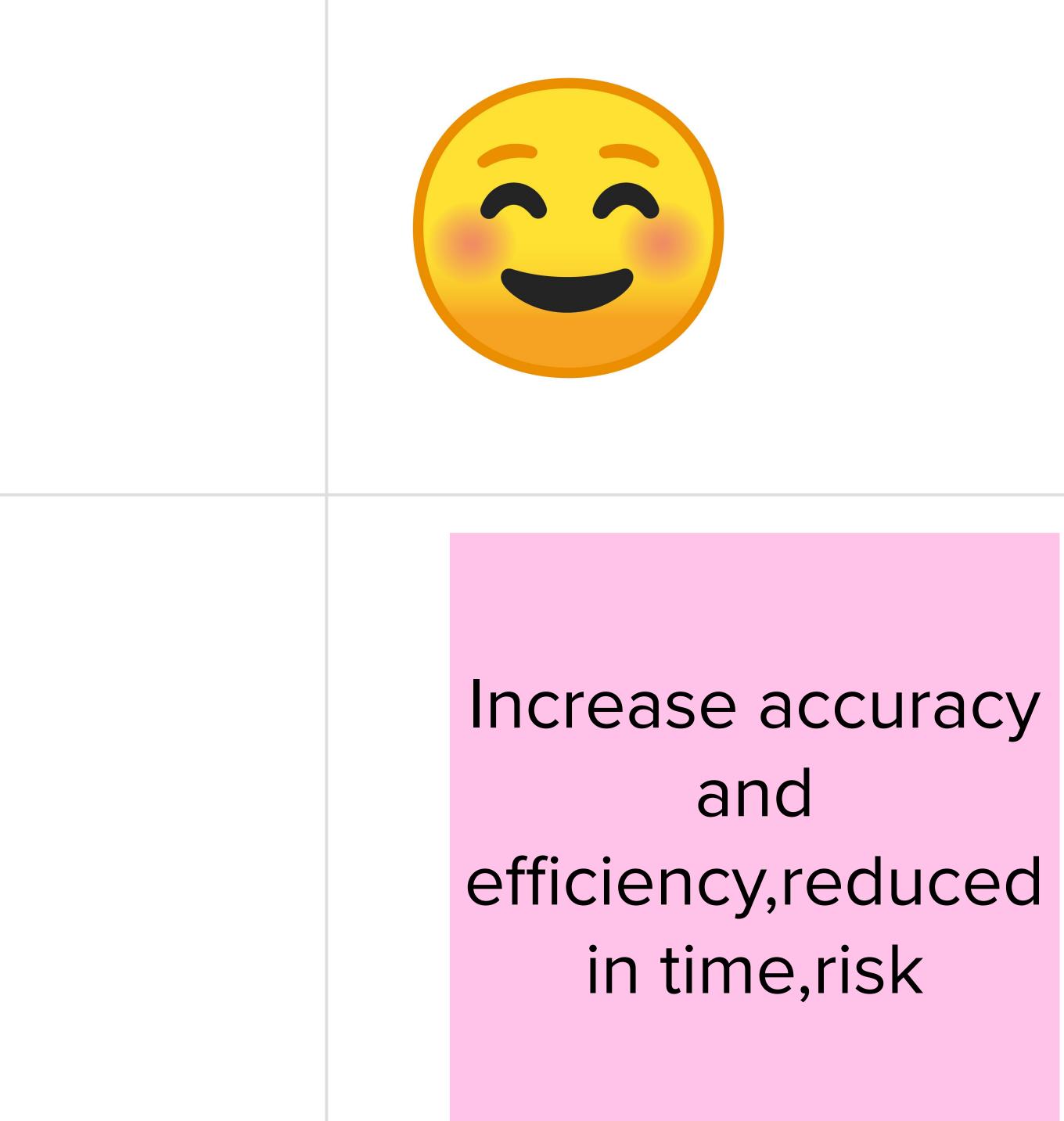


Registration

What do people

experience as they

begin the process?



On boarding and first use

Goes to the

training

process.

Fully

automatic

with reduced

manpower.

Product

demo

and

in time,risk

at lower

cost

customer

chases and

installs the

Quicker

response

time

conduct

research, analyze

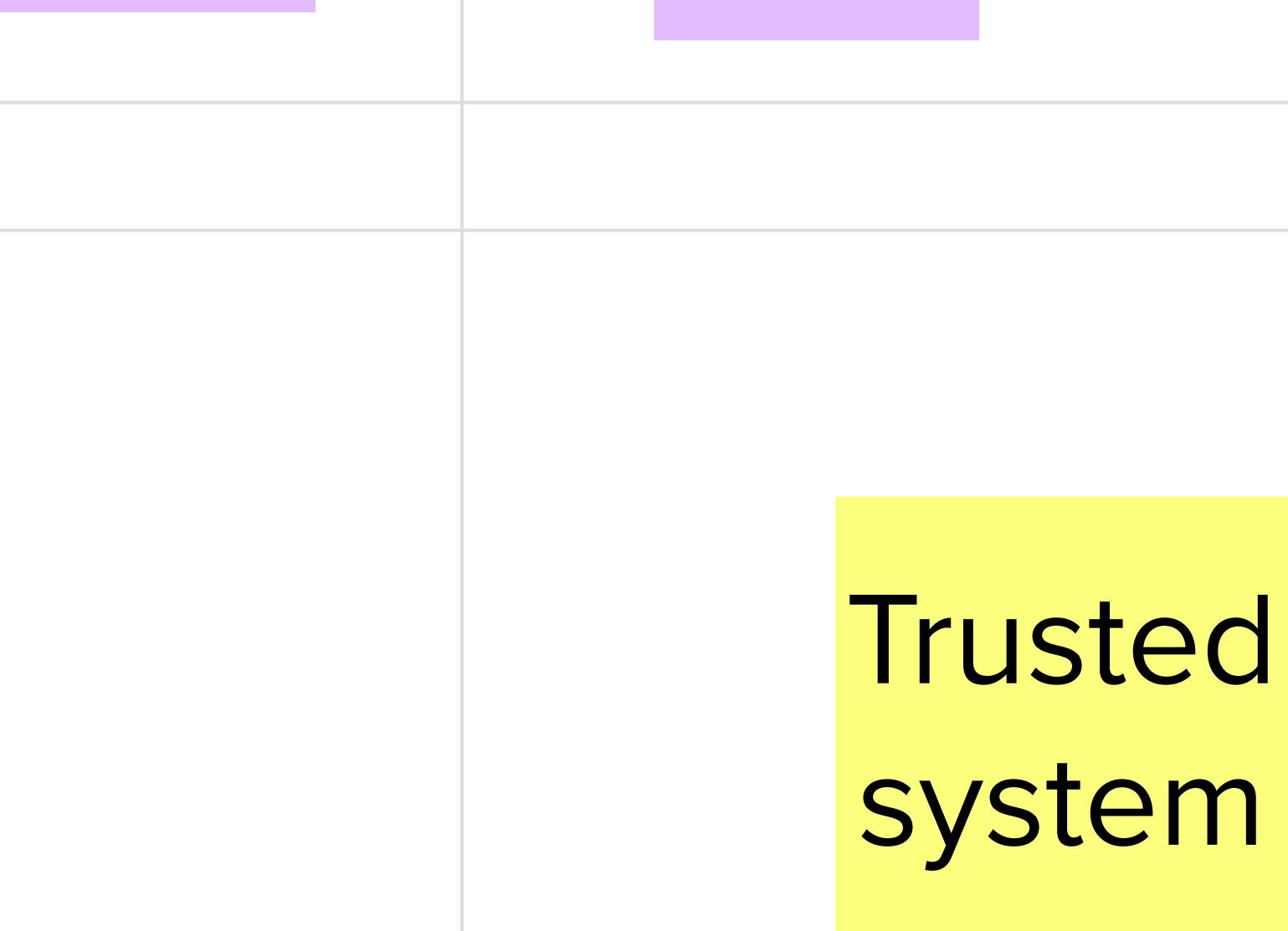
the feature and

pricing.

In the core moments

in the process, what

happens?



sharing

What do people

typically experience

as the process finishes?

Quality

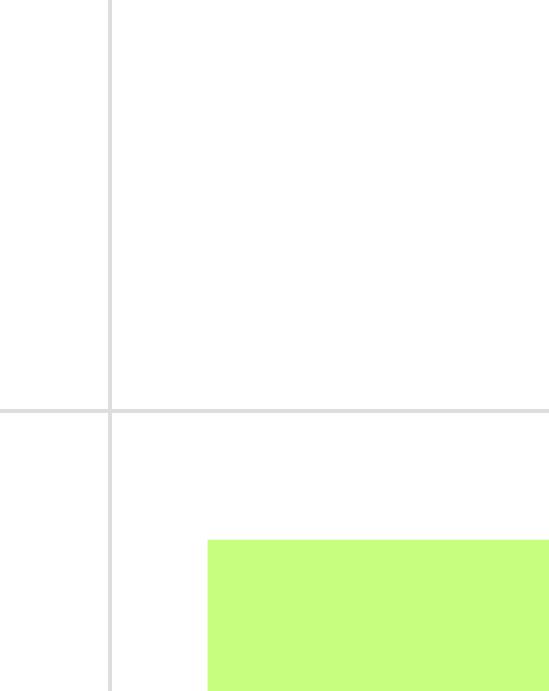
service

Gives

Had

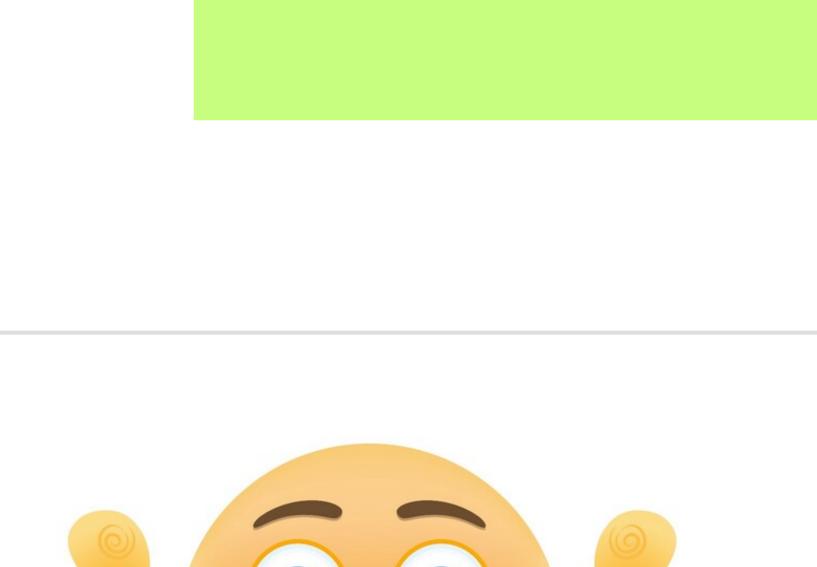
customer

satisfactions



Email

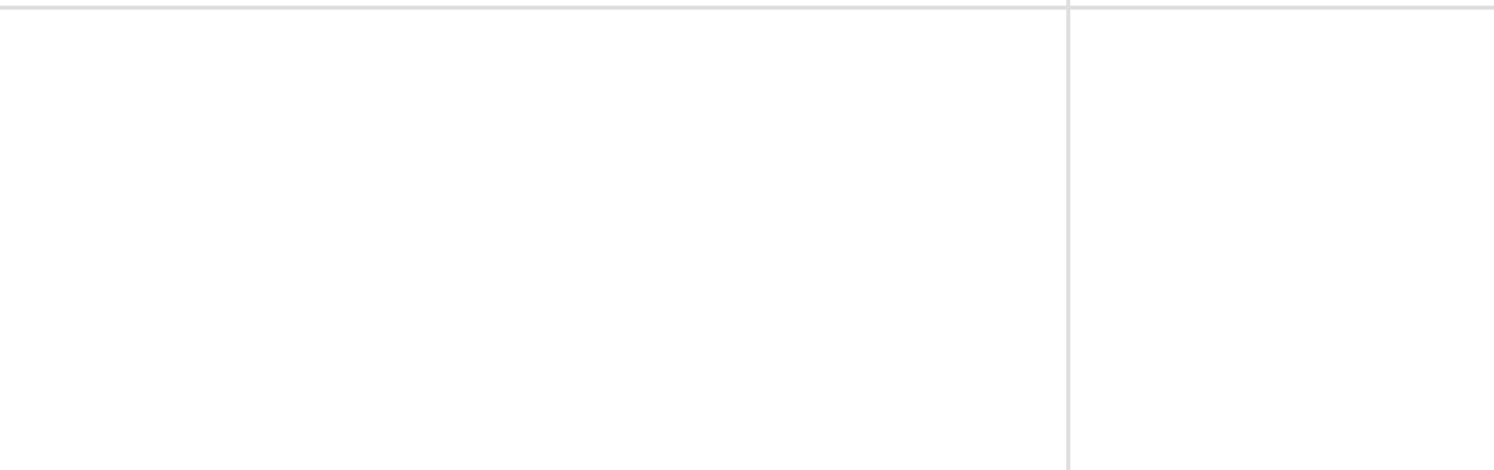
Word of mouth

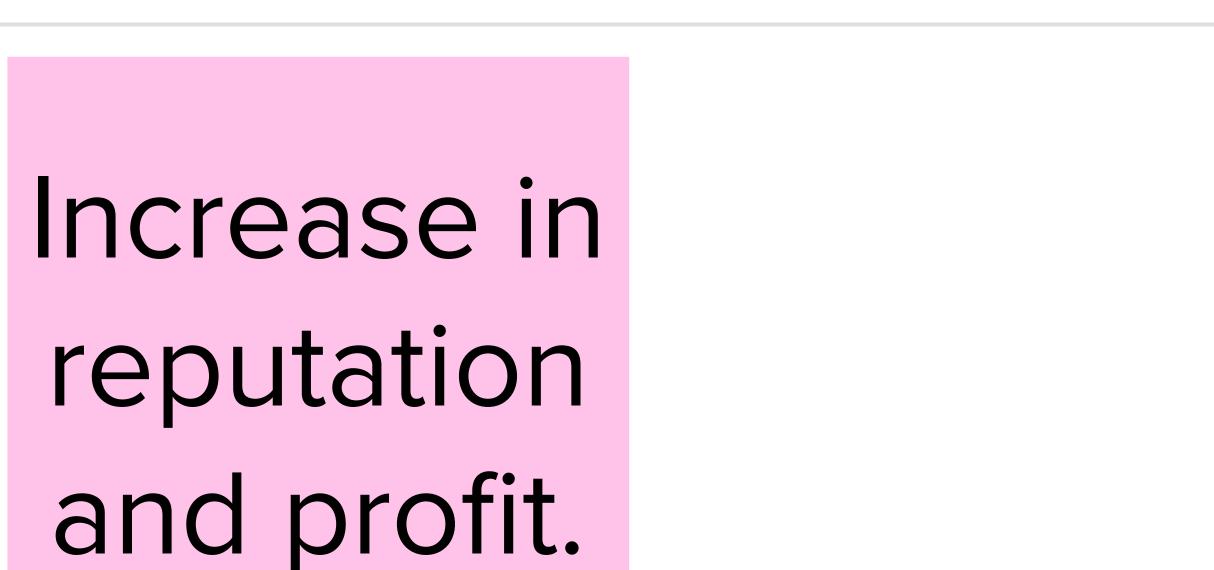


unintended

fire will be

extinguished







Outcome

What happens after the

Save

lives

Automatic

Quicker

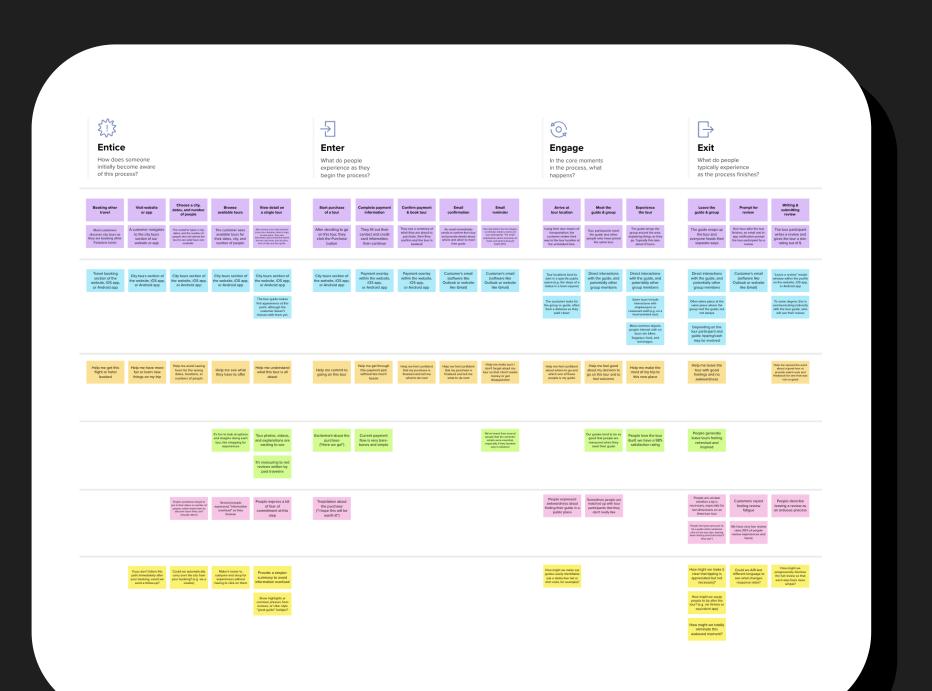
control

measures.

Environmenta

experience is over?

Increased trust



Share template feedback

