

## 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.

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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.

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

| 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?   | [ step 1] [ step ]  WHEN OWNER WANT TO SELL A CAR,USE THIS APPLICATION  IF THE APPLICATION IS WORKING WELL,THEY MAY SUGGEST TO OTHERS. |   |  |  |   |
| 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? | THEY MAY FIND BUYERS USE THIS APPLICATION  THEY USE CAR MODEL TO PREDICT PRICE   |   |  |  |   |
| Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")   | TO GET A PREDICTED PRICE  REASONABLE PRICE SHOULD KNOW   |   |  |  |   |
| Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?  | PRICE OF A CAR IS KNOW   |   |  |  |   |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?   | REDUCE FRAUDERS  |   |  |  |   |
| Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?   | HELPS TO REDUCE TIME  HELPS TO FIND PRICE OF A CAR   |   |  |  |   |









