

Customer Journey Map

CUSTOMER JOURNEY MAP FOR CHILD SAFETY DEVICE		Enter	Engage	Exit	Extend
Scenario Browsing, looking, attending, and using a local city tour	Entice How does someone initially become aware of the product?	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 finished?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	How do we attract attention? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?
Interactions What interactions do they have as they move through the map? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?
Goals & Motivations At each step, what is a person's primary goal or motivation? (Why are... "for...")	How do we attract attention? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?
Positive moments What were some of the most positive moments for the person? (e.g., surprising, delightful, or useful)	How do we attract attention? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?
Negative moments What were some of the most negative moments for the person? (e.g., confusing, frustrating, or boring)	How do we attract attention? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?
Areas of opportunity How might our customer experience be better? What ideas do we have? What have others suggested?	How do we attract attention? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?	What do people experience as they begin the process? How do we get people to visit our website?