



## Customer 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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1

### 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.

SCENARIO 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?
<b>Steps</b> What does the person (or group) typically experience?	Search for Support Browse for Knowledge Base for Issues For resolving the customer facing problems Self resolving for a Specific Problem	Raising an Issue Raising an Issue Bringing a Unsuitable Problem Bringing a Unsuitable Problem	Waiting for the Response Taking time for the Agent to Respond Remaining Patient to Receive the response Waiting for the Specific agent to respond	Closing the ticket Finalize the Ticket Closing Completely closing the ticket after solving Either solving ticket or closing the time consuming tickets	Personalized Recommendations Also experiencing our new product, testing the features or other opportunities
<b>Interactions</b> What interactions do they have at each step along the way? ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects would they use?	Customer Dashboard of the Application Chatbot, Email Support	Customer and Administrator Source Application Chatbot, Email Support	Customer and Agent Customer Care Email Notification	Customer Administrator and Agent Customer Care Application Ticket Closing	Customer email
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Problem to be solved 24-7 Support	Fast Resolving and Time Managed Flexible Support from Application	Solving the Issues on time All time Support	Managed time for Accurate Response Flexible Navigation	Help to customer get solution for their problem
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Solution received at a quick response	Momentary Responding to Customer	Most Experienced Agents	Managing the Utilization of Customer time	Agent should solve customer's problem
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Delayed response	No Responding	Time out Tickets causing to ticket closure	Making Fast Customer Tickets	Waiting for an solution too long
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Administrative Routing Delayed Response Automated Ticket Closing	Automated Navigation Mapping Timely Responding	Time Consuming Ticket Evaluation Speed Responding	Automated Ticket Closure Administrative Routing System Failure Data Loss Resolving	Offer fast support Reduce time