

Customer Journey Map

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Template



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.

TIP
As you add steps to the experience, move each step to the left or right depending on the scenario you are documenting.

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?
Steps What does the person (or group) typically experience?	Grab Find a unique online experience	Read about web phishing What did you read about web phishing (articles, videos, etc.)	URL location The URL you used to access the web phishing experience	Result after work The result of the work you did	Save profile The profile you saved
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?	Grab Find a unique online experience	Read about web phishing What did you read about web phishing (articles, videos, etc.)	URL location The URL you used to access the web phishing experience	Result after work The result of the work you did	Save profile The profile you saved
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or Help me avoid...)	Grab Find a unique online experience	Read about web phishing What did you read about web phishing (articles, videos, etc.)	URL location The URL you used to access the web phishing experience	Result after work The result of the work you did	Save profile The profile you saved
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Grab Find a unique online experience	Read about web phishing What did you read about web phishing (articles, videos, etc.)	URL location The URL you used to access the web phishing experience	Result after work The result of the work you did	Save profile The profile you saved
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Grab Find a unique online experience	Read about web phishing What did you read about web phishing (articles, videos, etc.)	URL location The URL you used to access the web phishing experience	Result after work The result of the work you did	Save profile The profile you saved
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Grab Find a unique online experience	Read about web phishing What did you read about web phishing (articles, videos, etc.)	URL location The URL you used to access the web phishing experience	Result after work The result of the work you did	Save profile The profile you saved