



# 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



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## Document an existing experience

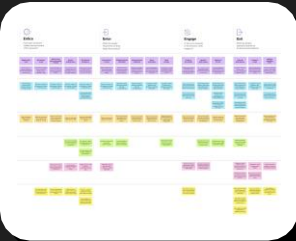
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

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



<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>LOGIN</div> <div>Open portal</div> <div>Login using credential</div> <div>If new user create an account</div>	<div>Visualization</div> <div>User can visualize different statistical charts</div>	<div>ANALYSIS AND INTERPRETATION</div> <div>User can analyze and interpret useful insights through visualization</div>	<div>THANK YOU LETTERS</div> <div>One effective way to build customer rapport is by following up with a thank you letter</div> <div>FEEDBACK SURVEYS</div> <div>Feedback surveys are sent after a purchase and they evaluate the customer's experience with our product or service</div>	<div>customer contact</div> <div>Real time information</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Through advertisements</div> <div>Creating relevant product knowledge about customer's desired products that are not purchasing</div>	<div>Free trial landing page</div> <div>Connect through google account</div>	<div>They are mostly interacted with QUESTIONAIRE SURVEY in the farmers market</div>	<div>Traditional Media, Social media, Word of mouth</div>	
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>					
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>friendily</div>	<div>and clear to understand</div>	<div>through analysis</div>	<div>heavy rainfall</div>	<div>of soil fertility</div> <div>after the growth of rice</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>		<div>visualization</div>	<div>to use user for statistics and interpretation</div>	<div>usually</div>	<div>satisfaction</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Increase the crop value</div> <div>Improve Advertising</div> <div>Increase Customer</div>	<div>Increase quality</div> <div>Make Verification Process much easier and simple</div> <div>By visualizing the results the user can easily predict the crop production</div>	<div>Updating the policies</div> <div>Updating the database</div>	<div>The user interface can be improved</div>	<div>Improve the food safety</div>



### Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

