

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

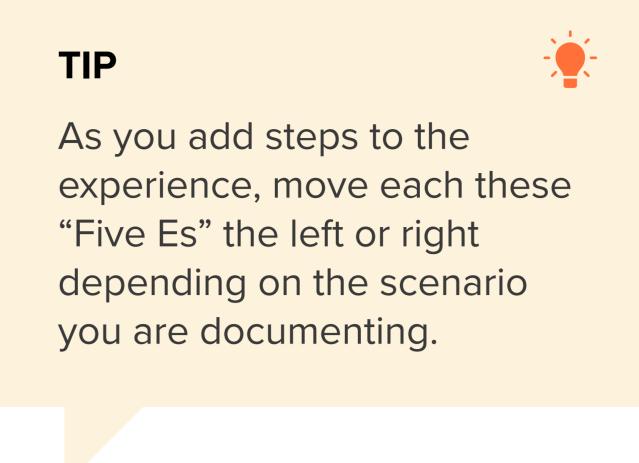
Product School





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?
Steps What does the person (or group) typically experience?	Social media advertisement or post Nebsite Social media advertisement or post Nebsite By using free trials Fill the required details User navigates to the particular feature and try to explore it user tries to predict the order using the free trail available to make further registrations user navigates to the prediction page.	Explore the feature of our web app Subscribe our premium plan Confirm payment Email confirmation views various features and get access Access our resources for special cost User is displayed with the summary of purchase for confirmation Lonfirm payment Subscribe our payment User is displayed with the summary of purchase for confirmation Subscribe our payment	Share requirements and preferences Service Deployment Given accurate predictions with in a time period.	Reviews and ratings User writes review and rate. Notifications/mail is sent for the updates of the reviews.	Can collaborate with Co-Workers Notifications Details of premium Description
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?	Premium Subscription Giving the details and requirements for prediction Payment Gateway	User subscription user email	Customer's email Interaction through the platform	Feedback Interaction through remainder feedback and through the email	Reviews and Feedbacks Previous history
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	increase the number of customers Achieving goals and ensuring client satisfaction	Easy to interact with the application Pay per use	Interactive UI Accuracy matters	Support for sharing reviews and opinions	Support for extending services
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited for the probability	Less complexity	No more uncertain	Pleased to get expected outcome	Accurate results Looking for extending services
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People express a bit of fear commitement at this step		not free and not accessible to everyone	People think feedbacks are monotomous.	Low review rates
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide a simple summary to avoid information overload		How might we make our guidance more easy understandable	How to make our guidance easy accessible?	How to satisfy the customer needs?