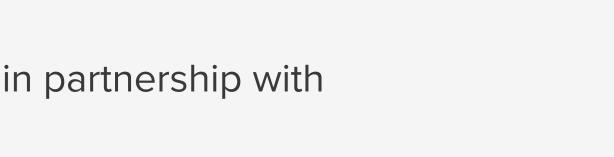


experience journey map

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





Browsing, booking,

local city tour

typically experience?

Interactions

each step along the way?

Places: Where are they?

Goals & motivations

primary goal or motivation?

Positive moments

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

Negative moments

Areas of opportunity

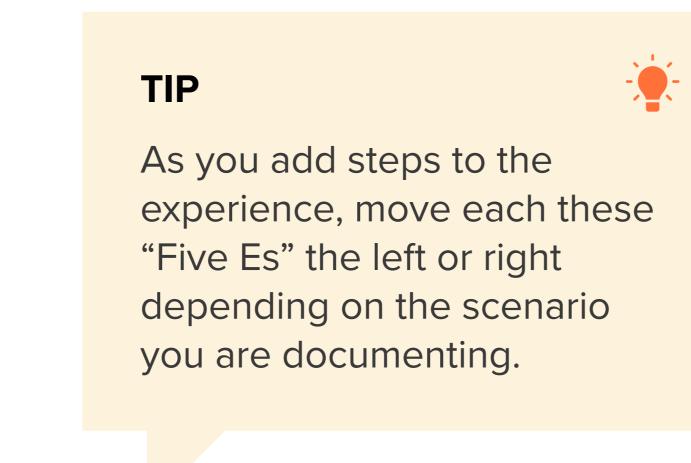
How might we make each step

What have others suggested?

At each step, what is a person's

("Help me..." or "Help me avoid...")

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.

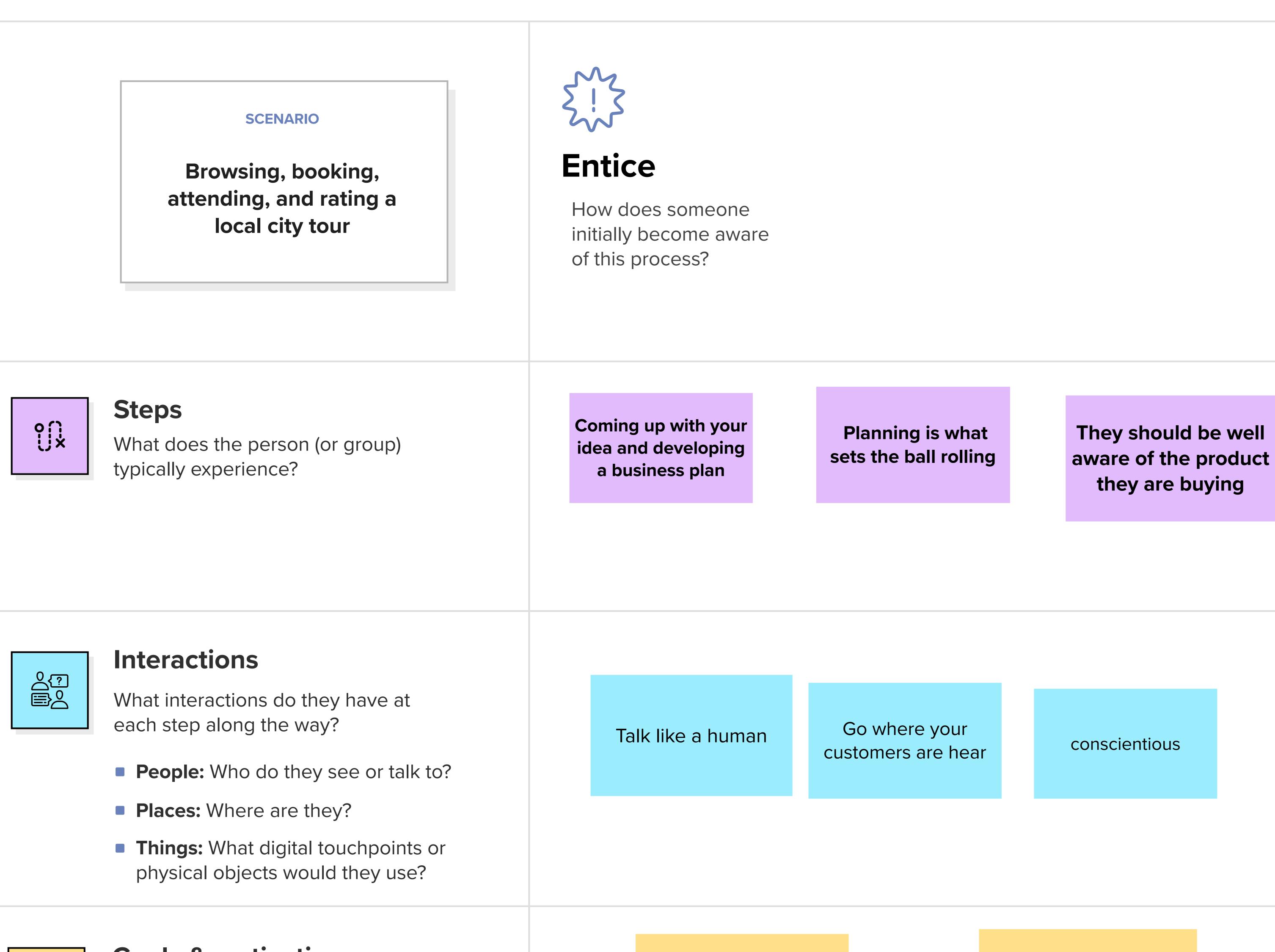


Know Where Your

Customers Go

Learn new words for

feelings



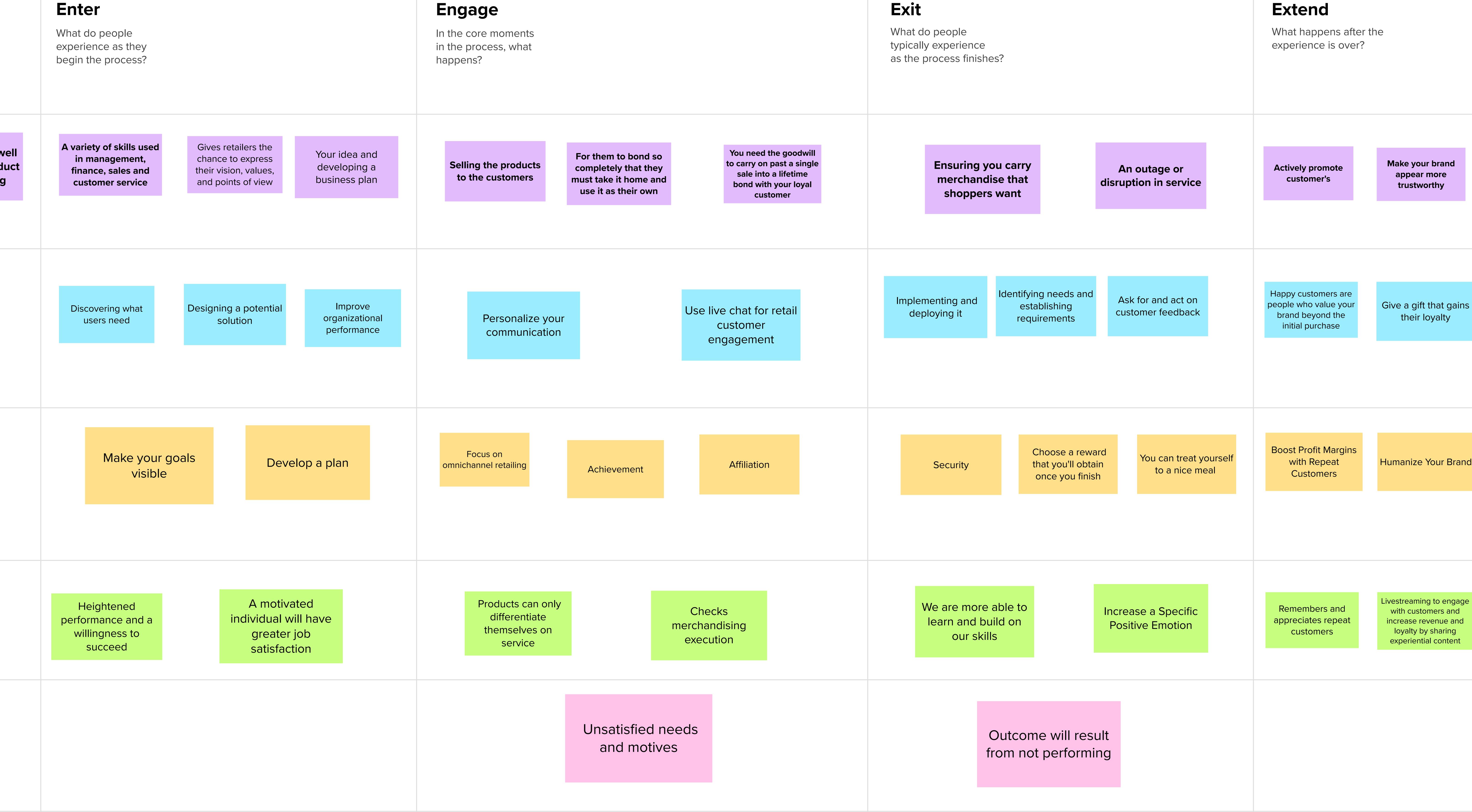
Thinking about your

ideal future

Keep a feelings journal

Anticipation or fear

that an undesirable



to your store

