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.

Created in partnership with

Product School

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Need some inspiration?

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

Open example

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.

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?	More offer increase the customer Advertising through face book post Marketing through twitter groups Social media	**Provide new technology**	User need to find different ways to increase customer		
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?	*Communication with neigbours* Near by places Near by places	What make people by the protect What is the daily use of it	How it's useful in our daily life.		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Improving customer satisfication Increasing customer loyalty	To improve turnaround time	Promote self-service and increasing efficiency		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To increase the customer To produce the quality protect	To produce purify water	Gain posstive comments		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Loss of customers Depression & stress	Difficult to reach the people	Loss of reputed customers		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Remove or mitigate possible limiting factors. Recovery of the area in the short and long term.	Implement new ideas	Latest technology		