



## 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.

SCENARIO  Purchasing products through a Smart Fashion Recommendation Application	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?	Through Advertisment  Our application can be advertised through social media.  News can travel through word of mouth.	Login  Add Personell Details.  Create Account  Adds adress and contact information.	Select Payment Method  Helps search for specific clothes.  Helps search in color.  Helps search in size.  Helps search in price range.  Helps search in size.  Helps search in size.  Helps search in price payment method  The customer can place the order.	Bill is Generated Order is Tracked  Customer Reviews Product  Customer can review the tracking of the order is enabled.  Customer can review the product once received.
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?	Interaction with a person.  Interaction with a person.	iOS App or Android App  iOS App or Android App	iOS App or Android App	iOS App or Android App  IOS App or Android App  IOS App or Android App
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me find feasible applications for shopping  Help me find feasible applications for shopping	Create an Account  Add details for Delivery	Find a product suiting my wish Suiting my wish Find a product	Find the Total Amount  See when the product Arrives  To express whether the customer likes the product or not
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finds a feasible application for shopping.  Finds a feasible application for shopping.	Only need to sign in once.  Only need to add details once.	Can find products in desirable price range.  Can find products in desirable color.  Can find products in desirable size.  Can find products from desirable website.  Can find products from desirable website.  Can find products from desirable website.  Can pay for products through any method.  The order is confirmed.	We know the total amount.  We know the exact place/phase our order is in.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	[ Description of a negative moment ] [ Description of a negative moment ]	Takes a long time.  Takes a long time.	Cannot find the specific product.A  The order could not be placed due to some errors.	Bill amount is not right.  Not able to track product is not satisfiable.
Areas of Opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Could do more advertisement about application.	Might have simple steps to sign up.  Might have simple steps to add details.	Can have more color options.  Can have more size options.  Can have easy access to all websites.  Can have easy access to all payment options.  Can have simpler payment options.  Can have simpler payment options.	Bill could be sent to mail.