



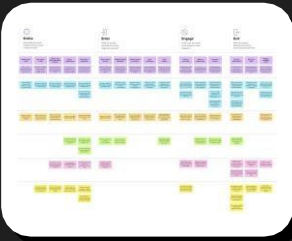
# Customer experience journey map

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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Project Name : Skills and Recommended Application

TEAM ID : PNT2022TMID36949

Project Phase 2  
Customer Journey

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
Steps					
Interactions					
Goals & motivations					
Positive moments					
Negative moments					
Areas of opportunity					

