

# 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.

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 ows.

### Enter

What do people experience as they begin the process?

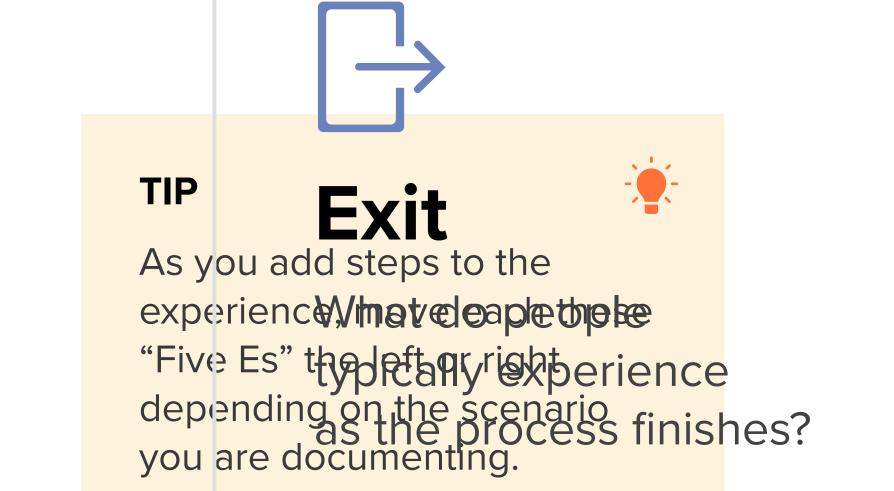


### Engage

list of universities will be displayed to the user to select



In the core moments in the process, what



# Extend

What happens after the experience is over?

user may recommend this website to their friends

Steps

### Interactions

typically experience?

What interactions do they have at each step along the way?

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

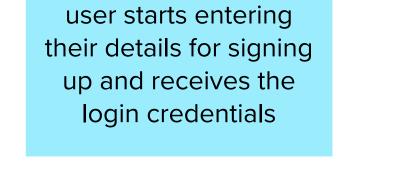
**SCENARIO** 

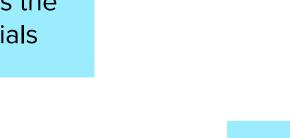
Browsing, booking,

attending, and rating a

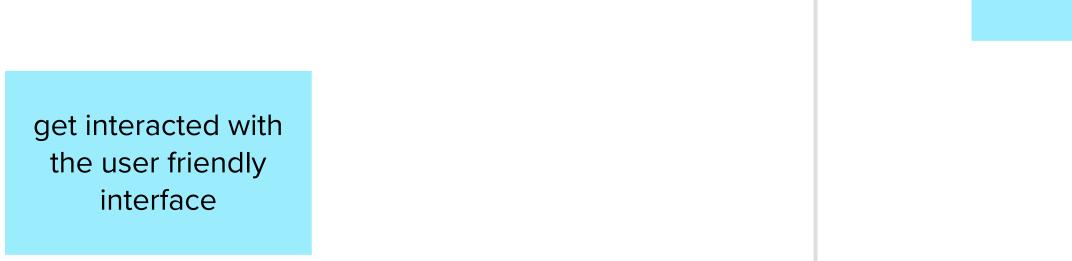
local city tour

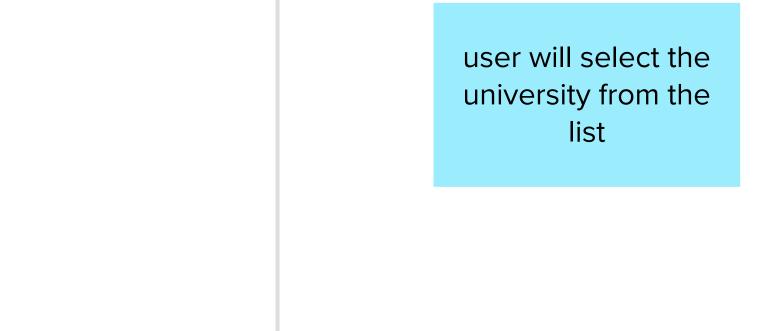
- Places: Where are they?

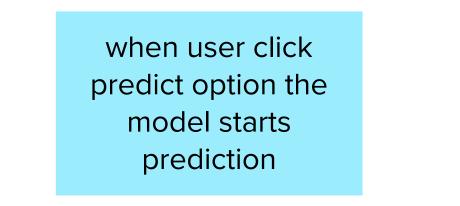




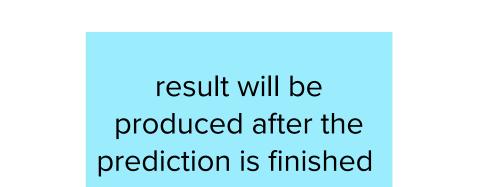
after signing into our website users are directed to enter their details



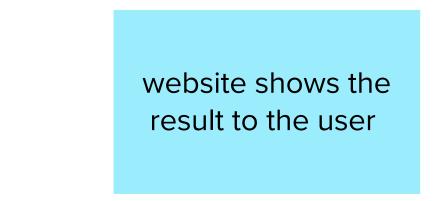




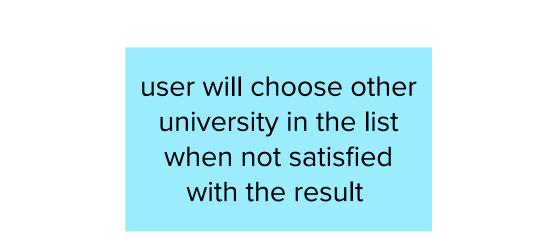
once the user selected the university it will start analyzing



at the end of analysis result will be produced



the processed result will be displayed to

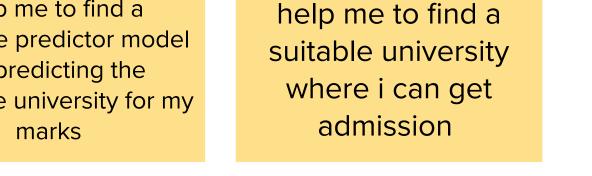


once the user get the expected result they can look into the course

the user may recommend this website to his or her friends

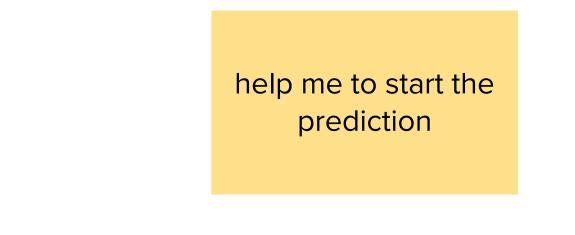
#### **Goals & motivations**

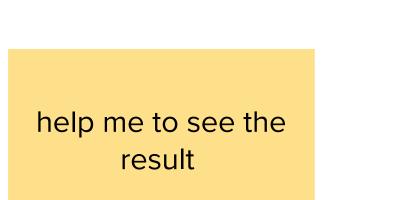
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")







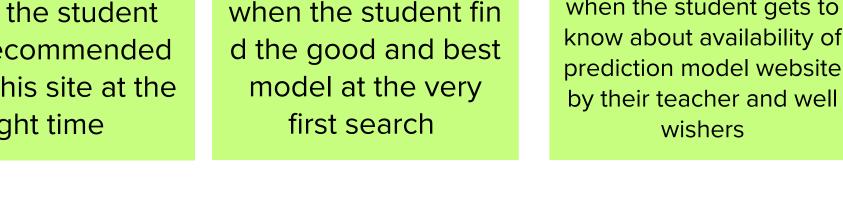


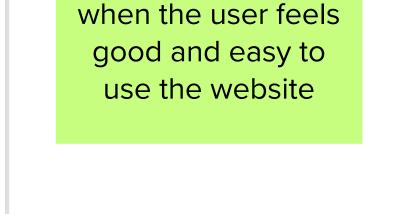


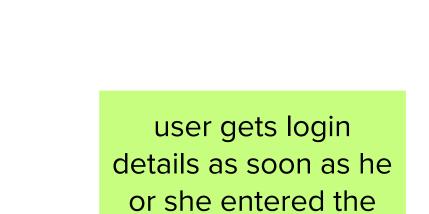


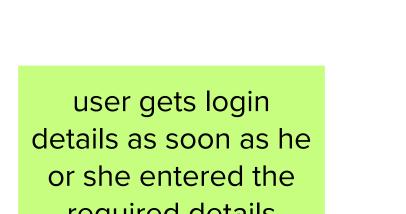
#### **Positive moments**

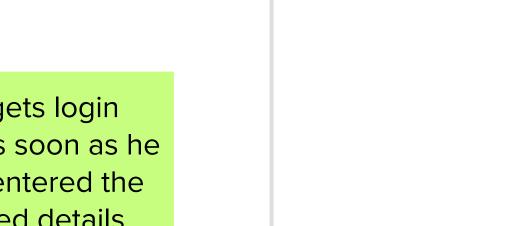
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

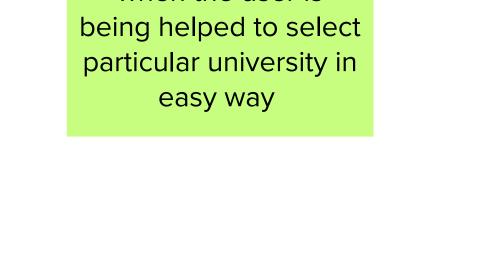


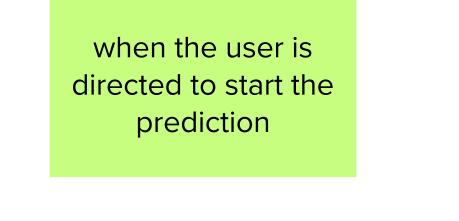


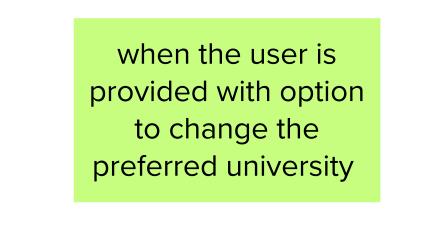


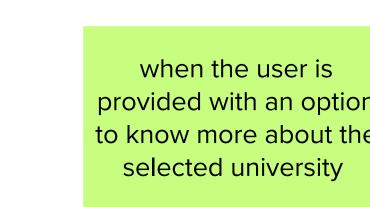


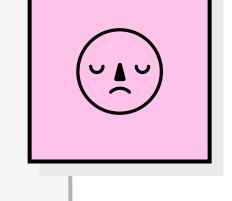




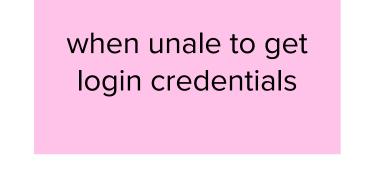


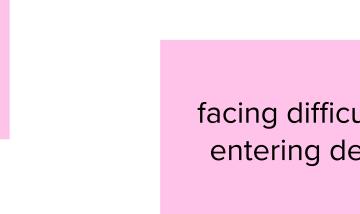


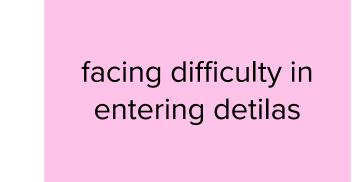






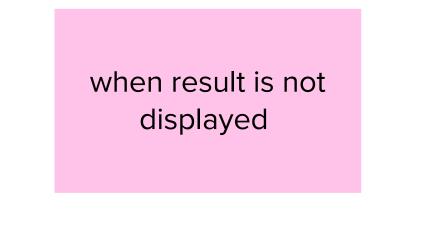


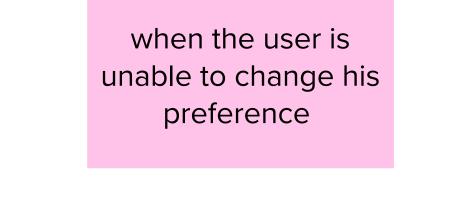


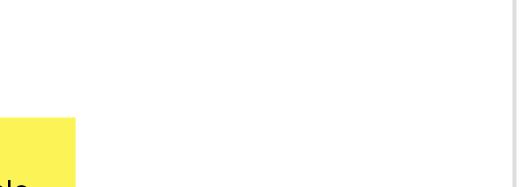












What have others suggested?

