



Customer 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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<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Search for Support</div><div>Browse for Knowledge Base for Issues</div><div>For resolving the customer facing problems</div><div>Self resolving for a Specific Problem</div></div>	<div><div>Raising an Issue</div><div>Raising an Issue</div><div>Bringing a Unsolvable Problem</div><div>Bringing a Unsolvable Problem</div></div>	<div><div>Waiting for the Response</div><div>Taking time for the Agent to Respond</div><div>Remaining Patient to Receive the response</div><div>Waiting for the Specific Agent to respond</div></div>	<div><div>Closing the ticket</div><div>Finalize the Ticket Closing</div><div>Continuously closing the tickets after solving</div><div>Either solving ticket or closing the time consuming tickets</div></div>	
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?<ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>Customer</div><div>Dashboard of the Application</div><div>Chatbot, Email Support</div></div>	<div><div>Customer and Administrator</div><div>Source Application</div><div>Chatbot, Email Support</div></div>	<div><div>Customer and Agent</div><div>Customer Care</div><div>Email Notification</div></div>	<div><div>Customer Administrator and Agent</div><div>Customer Care Application</div><div>Ticket Closing</div></div>	
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Problem to be solved</div><div>24/7 Support</div></div>	<div><div>Fast Resolving and Time Managed</div><div>Flexible Support from Application</div></div>	<div><div>Solving the Issues on time</div><div>All time Support</div></div>	<div><div>Managed time for Accurate Response</div><div>Flexible Navigation</div></div>	
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Solution received at a quick response</div></div>	<div><div>Momentary Responding to Customers</div></div>	<div><div>Most Experienced Agents</div></div>	<div><div>Managing the Utilization of Customer time</div></div>	
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Delayed response</div></div>	<div><div>Not Responding</div></div>	<div><div>Time out Tickets causing to ticket closure</div></div>	<div><div>Making False Customer Tickets</div></div>	
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Automated Routing</div><div>Delayed Response Automated Ticket Closing</div></div>	<div><div>Automated Navigation Mapping</div><div>Timed Responding</div></div>	<div><div>Time Consuming Ticket Evaluation</div><div>Speed Responding</div></div>	<div><div>Automated Ticket Closure</div><div>Automated Routing</div><div>System Future Data Loss Resolving</div></div>	