

## 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

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## Document an existing experience

Team ID:PNT2022TMID28778 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.

customer journey map -Real time river water quality monitoring and













