

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.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.



SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

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?

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?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



Entice

How does someone initially become aware of this process?

Visit website

upload image

Scan image

The customer navigates to the upload section of our website

The customer has to upload the image if he has the soft copy of the image.

The customer has to scan the handwritten digits

Upload image section of the website

Scan image section of the website

Digitized output section of the website

Help me to find the right website

Help me to identify handwritten digits

Help me to avoid wrong recognition of handwritten digits

It's exciting when the digits are recognized correctly

It's productive when the digits are recognized fastly

People sometimes upload wrong images

People express a bit of fear of digits to be recognized correctly

People may upload the blurred images

Could we get a error message when wrong images uploaded

Could we get a message when the image is recognized correctly



Enter

What do people experience as they begin the process?

Start uploading/ Scanning image

Experience the output

If the customer wants to upload the image, he will upload it or else he will scan it

The customer will view the digitized output

Upload or scan image section of website

Output section

Help me to upload or scan the image

Help me to recognize the digits

Excitement for digit recognition

It's very essential to get correct recognition of digit

People might feel difficult to upload/ scan the image

Could we get a image what we uploaded



Engage

In the core moments in the process, what happens?

Checking the image

Process the image

After the correct recognition of digits, the customer will be satisfied

Checks whether customer has uploaded the correct handwritten image

After checking the image, it will start processing the image.

After successful recognition of digits, the customer will be satisfied, since they got their recognized digits correctly

Pop up message of website

Output section of website

Help me to check whether the uploaded image is correct or not

Help me to feel confident about recognized digits

This application tends to be good, since the digits are recognized correctly

We get a satisfaction feeling after getting correct result

Some people are unclear while uploading or scanning the image

People feel peer pressure while the image is being processed

Could we get any help during the process



Exit

What do people typically experience as the process finishes?

Leave the website

After the correct recognition of digits, the customer will be satisfied

Interaction with the banker

Help me leave the website with good feelings and satisfaction.

People while leaving the application feels delighted

Can we get history of recognized digits



Extend

What happens after the experience is over?

Personalized Recommendation

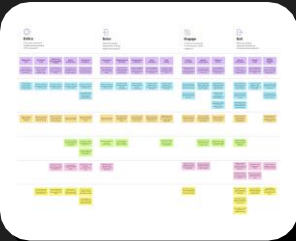
After experiencing our user friendly website, the customer can share information with their friends and neighbours

Recommendation span across website

Help me to suggest others to make use of the website

We think people like these recommendations because they are satisfied

How might we know that the customer feels good and satisfied ?



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

