


Customer journey Map

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Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process within 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.

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Stage** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO: tasking, location, delivery and rating	Enter  How does the person enter the process?	Engage  In the core moments of the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
<p>Steps</p> <p>What does the person do (or go through) to experience this?</p>	<p>Initiate 1st</p> <p>How does the person initiate the process?</p>	<p>Initiate 2nd</p> <p>How does the person initiate the process?</p>	<p>Initiate 3rd</p> <p>How does the person initiate the process?</p>	<p>Initiate 4th</p> <p>How does the person initiate the process?</p>
<p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <p>• People: Who do they see or talk to?</p> <p>• Places: Where are they?</p> <p>• Things: What digital touchpoints or physical objects would they use?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? (They're "to" or "help me avoid.")</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>
<p>Positive moments</p> <p>What steps have a logical path that connects positively, like satisfying insights or feelings?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>
<p>Negative moments</p> <p>What steps have digital barriers and frustrating, confusing, annoying, or irrelevant experiences?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>
<p>Areas of opportunity</p> <p>How might we make each step better? What else do we need? What new ideas do we have?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>	<p>How does the person interact with the process?</p>