Template

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.

Created in partnership with

Product School

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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

Monitoring and controlling river water quality

	Entice	Enter	Engage	Exit
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?
Steps What does the person (or group) typically experience?	Discovery To know the quality of water to prevent diseases	Registration To provide accurate and correct measurement of water quality	Onboarding and first use When any contaminations is reported immediately and saves life	Outcomes Access the application from remote location Check the quality of water with single click Receive SMS alert message if water is contaminated
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?	Web user interface, SMS Alert, E-mail River water Quality monitoring sensors	When a locality water body is contaminated the people are warned and prevented	The river water sample taken is undergoing certain quantitative and qualitative assesments	The sample is analyzed and corresponding test results are displayed
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Periodical status about the quality of water Collect information about local water quality	Remote access and covering all locality water bodies	Prevent any disastrous event from happening	Accurate prediction of water quality
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Proper river water monitoring protects human health and avoid the costs related to health care, productivity loss and even loss of life It avoids eutrophication and improves food chain	Using this app, people can know the water quality easily	Prevent water dieases and death of life	Accessed remotely which avoids travel to specific places
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Parameters to determine the water quality Hardware sensors to measure water quality	Market produces treated water to reduce the effect of pollutants in which is not very effective	Knowledge about usage of applications	Many of the people are not aware of the existence of such app Not available for all remote water bodies
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Spread awareness about importance of water quality	Sharing the application through social media	Easy and simple UI for all people to access	Enhanced method of alert to all people

Need some inspiration?

See a finished vers of this template to kickstart your work

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