



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 inter,'iews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

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Sarah Jenkins
Age: 25 - 30 years, corporate employee.
Always on a busy schedule, relies on mobile apps for setting schedules.

- Needs:**
- An app that returns updated ticket prices.
 - The same app can also book tickets.

