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

Share template feedback

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.

	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as they finish the process?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience? **Browsing, booking, attending, and rating a local city tour**	**In online mode we will do digital marketing using advertisment** we will reach the customer directly ask about there problems and provide effective solutions if their problems match our application we will provide them knowledge about our application and make farming even more easier	**customer will learn the applications and how to use them**	By using the application soil monitoring and irrigation methods can be done effectively than the existing methods	productivity yield will be higher wastage of water will be lesser as compared to other irrigation system There will no soil erosion	Compared to the present system this application is more effective
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?	At the starting the customer will be worried about the process and they will think whether it will be effective	The customer will get to handle application through the person who has the knowledge about that application	they will develop some sort of trust towards the application and will be eager to learn more about the application	They will be able to use the app with our technical assistance	They will have good experience while using this app and they will have productive yields
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The primary goal is to lower the productivity loss and to make farming easier	Initially the growth of the plants can be seen & it provides more hope to use the application	They will compare the growth and production before and after the use of application	They will be satisfied with the outcome & will not their decision of using this application	They will expand their usage to other farming application
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	At first there will be excited to see on how the technology works	they will be aware of many new techniques in farming	positively they will learn the app technolgy	They will get to know about the tremondous developments in agriculture	They may recomend their positive feedbacks about the app and help people to work with the app
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	At first they will find the app costly and will have trust issues	And once if they trust and have enough budget they will buy the app and the learning process is quite challenging	The learning process is not easy for everyone the understanding capacity differs	There will be hard learning process and understanding	If learning become an challenging task one cant handle the app all alone and should have a people assiting them always
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?			This application can be used in terrace gardening		Customers will come to know about the tremendous growth in agriculture

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

Need some inspiration?

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

Open example →