



# 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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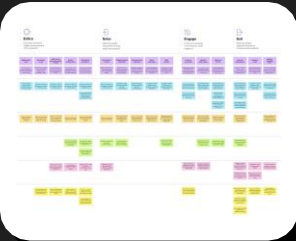
## Document an existing experience

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	Entice	Enter	Engage	Exit	Extend
University Admit Eligibility Predictor					
<b>Steps</b> What does the person (or group) typically experience?	<div>[ VISIT WEBSITE OR APP ]</div> <div>[ SURFING ABOUT ANY WEBSITE FOR UNIVERSITY ADMISSION ]</div> <div>[ CHOOSE THE BEST MODEL TO DO PREDICTION ]</div> <div>[ The student finds our model for predicting the admission and uses it ]</div> <div>[ The students searches for best prediction websites ]</div> <div>[ The students searches for best prediction websites ]</div>	<div>[ USER REGISTRATION/ LOGIN ]</div> <div>[ ENTER GRADES AS INPUT ]</div> <div>[ SELECT UNIVERSITIES ]</div> <div>[ caption describing what someone typically experiences during this step ]</div> <div>[ After registering students need to full the required fields for prediction ]</div> <div>[ Students need to select multiple number of colleges they wish to join ]</div>	<div>[ SELECT UNIVERSITIES ]</div> <div>[ SELECT UNIVERSITIES ]</div> <div>[ GETS DETAILS ABOUT THE PREDICTION ]</div> <div>[ Students need to select multiple number of colleges they wish to join ]</div> <div>[ Students need to select multiple number of colleges they wish to join ]</div> <div>[ Students can get the entire details of their desired colleges to join through our predictions ]</div>	<div>[ LEAVE TO EXIT PAGE ]</div> <div>[ SUBMITS REVIEW ]</div> <div>[ LEAVE THE WEBSITE ]</div> <div>[ After getting the required prediction students can leave to exit page ]</div> <div>[ Give the pros and cons of the prediction ]</div> <div>[ After submitting the reviews students can leave the website ]</div>	<div>PERSONALISED RECOMMENDATIONS</div> <div>PERSONALISED SUGGESTIONS</div> <div>[ Students can give personal opinion about the predictors to strangers ]</div> <div>[ Students get suggestions based on their marks for eligible universities often ]</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul>	<div>Previous users of the software model or the browser</div> <div>The web browser</div> <div>The User Interface page of the University admit eligibility predictor app</div>	<div>Register page of the University admit eligibility predictor app.</div> <div>Details filling page of the University admit eligibility predictor app</div> <div>University selection page of the University admit eligibility predictor app</div>	<div>Result page of the University admit eligibility predictor app</div> <div>University selection page of the University admit eligibility predictor app</div> <div>Result page of the University admit eligibility predictor app</div>	<div>Exit page of the University admit eligibility predictor app</div> <div>Feedback page of the University admit eligibility predictor app</div> <div>Exit page of the University admit eligibility predictor</div>	<div>App Notifications</div> <div>App Notifications</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me get a good working model to admit university admit eligibility predictor</div> <div>Help me predict about the universities to get admitted</div> <div>Help me predict about the universities to get admitted</div>	<div>Help me register my details</div> <div>Help me fill my scores and required details</div> <div>Help me search and select the required colleges</div>	<div>Help me get the correct prediction about admission</div>	<div>Help me to leave the page</div> <div>Help me to provide feedback</div> <div>Help me to leave the app</div>	<div>Help me to get frequent updates</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>A good and interactive user interface</div> <div>Students may like that the application does not require a subscription to use it</div> <div>Photos and other details about the model</div> <div>They may find that the user interface is easy</div>	<div>Well developed interface</div> <div>It helps in making decision for choosing the best and the right university</div> <div>Detailed model</div> <div>The information that is required for prediction are easily available with them</div>	<div>Predictions with good Pictorial / graphical representation</div> <div>Students will get clear understanding of what the university is expecting from the students</div>	<div>There will be automatic notifications and reminders</div> <div>They can get the precise results instead of being a lagged information</div>	<div>Frequent updates and suggestions for the user</div> <div>Students may like the feature of getting recommendation of list of eligible university apart from what user is checking for</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>A poor user interface</div> <div>Unhandy interface is not a good impact for customers</div> <div>Less interactive model</div> <div>Trust issues about the prediction</div>	<div>Students may have more details that may increase the eligibility but it is not considered in the prediction</div> <div>App with low level interface</div> <div>Irrelevant notification and ad</div>	<div>Unsatisfying output format</div> <div>The prediction is not understandable</div> <div>Providing solution which does not satisfy the query</div> <div>Failure due to technical issues</div>	<div>Wrong guidance may lead to frustration</div> <div>When there is no other facility in the app</div> <div>Useful if the result is displayed with percentage probability</div>	<div>When the predictions go wrong</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Provide an appealing interface.</div> <div>Provide a simpler summary to avoid information overload</div> <div>Can show the predicted result without their personal information</div>	<div>Can provide a feature to enter extra scores or details</div> <div>Betterment on language recognition</div>	<div>Can maintain a list of dream universities for each user</div> <div>Provide a visually enhanced output</div> <div>Can display most popular university among students for a particular course</div>	<div>Can update the list of eligible university when eligibility criteria</div> <div>Provide users with other details</div>	<div>Updating users with useful notifications</div>



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