

Customer experience journey map

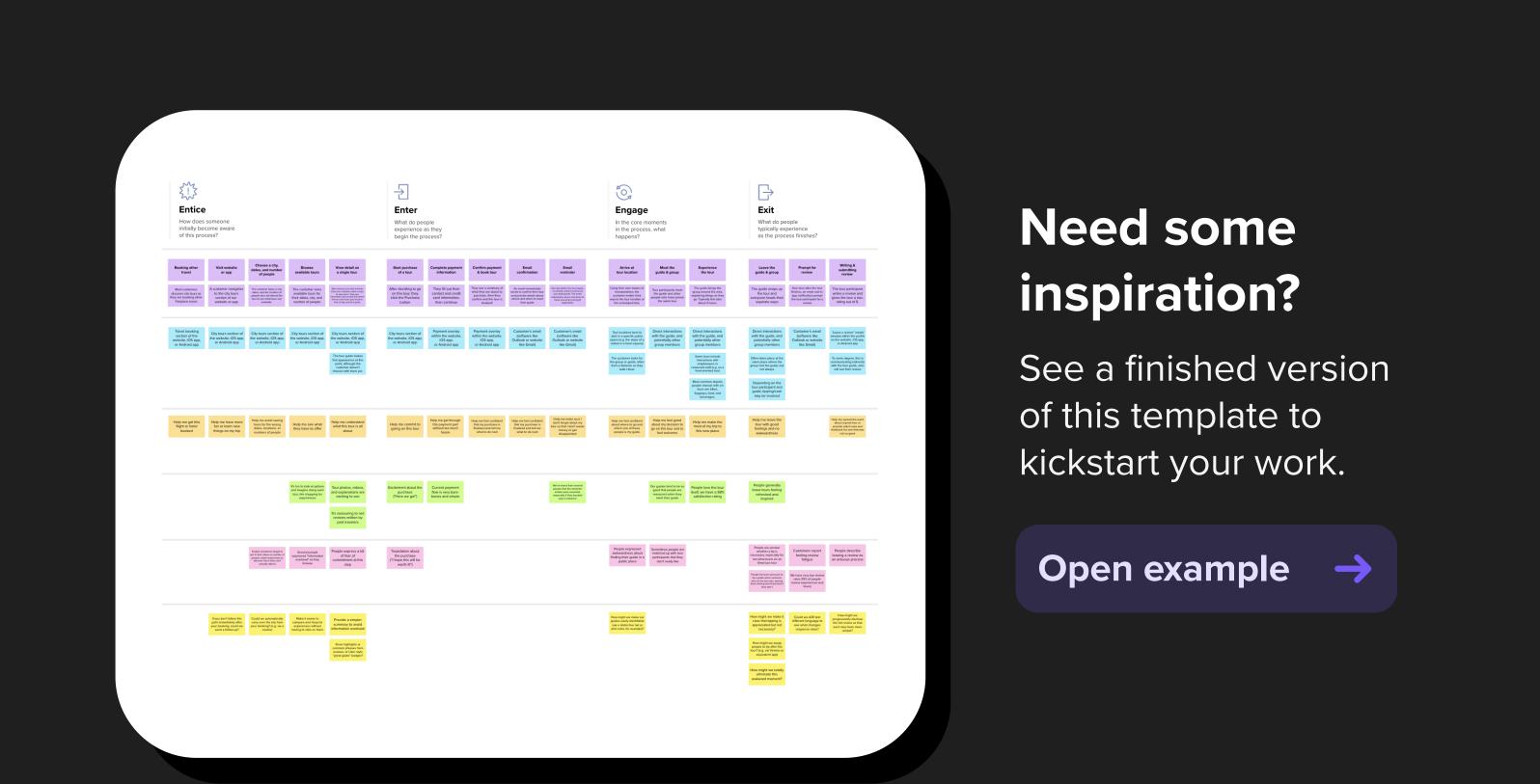
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

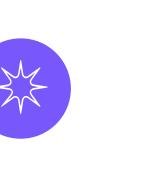
When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership w



Share template feedba





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.

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

Browsing, booking, attending, and rating a local city tour	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 the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	death in some form	ecrease in air quality reduced lung function skin problems	natural weeding climatic change imbalances		
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?	premature death loss of life vacating habitats	premature death health problems might get out of control	enroachment economic imbalance decreased wildlife		
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	we down the space area detection	reforestration topography prediction	detection systems economic balance rehabilitation		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	[Description of a positive moment] [Increase response time] [cost of fire figthing]	[heat energy] [fire can purify water] [reduce the potential damage]	[environment] [opens it up to sunlight] [cleans the forest floor debris]		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	little rainfall wind spread	[power consumption] → [accuracy] [latency, inefficiency]	[power consumption] [respiratory and cardio vascular probolems] [weather and climate changes]		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	aerial systems surveillance systems	thermal cam imaging satellite systems detectors	sensors heat amps temperature monitoring		