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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.

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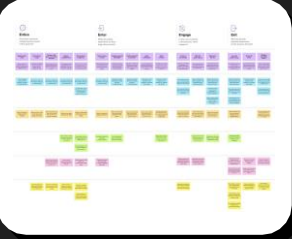
Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

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: 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?	Various type of sensors can be added; Public awareness among people; By hearing from the consumer who already got benefitted; Awareness can be created by various types of social media	The intimation from the sensor to the sanitary workers; Analyzing the shortest path	Interaction between workers and sensors; The arrival of the sanitary workers to the location		The collected garbage are dumped in landfill	User may be excited to work efficient and providing proper waste management
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?	They talk to people who already suffered due to improper waste management; Users may enquire about capacity of the garbage bins; Users can interact with many type of sensors	Places where there is need of real time monitoring; Whenever there is a overflow in the garbage bins.	Collection of garbage from the garbage bins by the sanitary workers		The cloud monitoring system interacts to the particular person who has a problem	There will be huge interaction between workers and sensors
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	This product help workers for efficient waste management; development of user friendly management system	Helps to get less time consuming solution; We can develop the manual which helps to handle the equipment	Handling of the product is easy; User friendly and efficient way		Promote people in segregation of waste while disposal	Help to extend the solution with workers in other cities
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Time management for sanitary workers; Efficient shortest path for sanitary workers to reach the garbage bins	Reduce the risk of disease caused due to improper waste management; Due to cloud access we can take immediate actions	Due to special monitoring over every corner area; Due to cloud access we can take immediate actions		Faster response and alerts make safety managements	The solution would bring the change in waste management
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The user may find it difficult and hesitate; Since the filled garbage remains closed, the user may find difficult until the bin is cleared	Improper guidance to sanitary worker; Time taken to learn new technology for the workers	We may educate them about our devices; The process should be elegant and trust worthy		If the process gets complicated user may get irritated	If the model is adopted and still cause any effect ,then they will feel the product as useles
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Might give TV advertisements to make people more aware; May try to adopt digital marketing methods	We can develop the manual which helps to handle the equipment; Explanation of the process can be done through videos	Navigation ,comments and alerts to guide the people		Sending notifications alerts to the respective persons	Cloud monitoring person can take the action immediately!