

**Template**

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**Document an existing experience**

**TIP**

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

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.

**Customer experience journey map**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 experience is over? | the |
| **Steps**  What does the person (or group) typically experience? | **Customer with a choice of buying**  Customer gets into the website | **Customer gets to** | On redirected to the website, the customer | On successful login, customer is | Customer is asked to Respective resale  enter the necessary value is displayed | Customer gets the resale value of the car at the end of the tiem | User gets satisfed of the product | |
|  | Customer is provided with many other |  |  |  |  | |
| **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? | Customer interacts with a system | Browser and internet is requried | Car resale value prediction website | | Being a website,ti can be accesserrt | Being a website,ti can be accesserrt | Customer gets approximate resale value | |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | To avoid thefting of | TO get appropriate resale value of the car | TO reduce the loss of privacy of data | | To know the website is logitimate or not | getting clarifed about the cars | Customer get | |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Customer gets more comparison options | | Customer can get the result quickly | | Satisfied on knowing the accurate price of car | Only necessary details are required | No intervention of ads and quick | |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | Being a manual process, user have | | Coustomer a little time to get the result | | Littlel time consuming to get the result | Being a manual process, user have | Customer get to know about the value of thir | |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Detecting all the car price using this | | Automating some essential information | | Using fastest algorithm to get fast | Giving the most approximate resale | [idea] | |

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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