

PROJECT DESIGN PHASE II



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



Need some inspiration?
Get a heads-up view of this template by

[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.

TIP
As you add steps to the experience, move each step from Dr. the left or right.

Experience Browsing, booking, attending, and setting a	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?	Customer walks a short distance to Customer place a order on the phone Customer goes into the website	Dr. reservation to complete the order Dr. reservation to complete the order	Customer goes to the website to complete the order Customer goes to the website to complete the order	Customer goes to the website to complete the order Customer goes to the website to complete the order	Customer goes to the website to complete the order Customer goes to the website to complete the order
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 goes to the website Customer goes to the website	Dr. reservation to complete the order Dr. reservation to complete the order	Customer goes to the website to complete the order Customer goes to the website to complete the order	Customer goes to the website to complete the order Customer goes to the website to complete the order	Customer goes to the website to complete the order Customer goes to the website to complete the order
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "Help me avoid...")	To avoid making a To get information about the car	To avoid making a To get information about the car	To avoid making a To get information about the car	To avoid making a To get information about the car	To avoid making a To get information about the car
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer goes to the website Customer goes to the website	Customer goes to the website Customer goes to the website	Customer goes to the website Customer goes to the website	Customer goes to the website Customer goes to the website	Customer goes to the website Customer goes to the website
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Being a virtual person, not real Being a virtual person, not real	Being a virtual person, not real Being a virtual person, not real	Being a virtual person, not real Being a virtual person, not real	Being a virtual person, not real Being a virtual person, not real	Being a virtual person, not real Being a virtual person, not real
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Reducing the time to get information about the car Reducing the time to get information about the car	Reducing the time to get information about the car Reducing the time to get information about the car	Reducing the time to get information about the car Reducing the time to get information about the car	Reducing the time to get information about the car Reducing the time to get information about the car	Reducing the time to get information about the car Reducing the time to get information about the car