

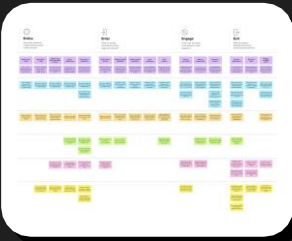
# Customer experience journey map

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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PROJECT TITLE: SKILL AND JOB RECOMMENDER APPLICATION

TEAM ID:PNT2022TMID31116

PROJECT DESIGN PHASE 2

CUSTOMER JOURNEY MAP

	Entice				Enter				Engage				Exit			Extend	
SCENARIO	Browsing, booking, attending, and rating a local city tour				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
Steps	What does the person (or group) typically experience?				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
Interactions	What interactions do they have at each step along the way?				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
Goals & motivations	At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
Positive moments	What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
Negative moments	What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	
Areas of opportunity	How might we make each step better? What ideas do we have? What have others suggested?				What do people experience as they begin the process?				In the core moments in the process, what happens?				What do people typically experience as the process finishes?			What happens after the experience is over?	

