



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



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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 D2 the left or right.

Introduction Browsing, looking, attending, and settling in	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 enters a store or website Customer picks up items or browses Customer checks out	For restaurant: Seating, host stand, host greets you For retail: Greeting, product display, staff assistance	Customer browses products Customer interacts with staff or digital interface Customer makes a purchase	Customer gets the item or service Customer pays for the item or service	Customer gets the item or service Customer pays for the item or service
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?	Employee greets customer at entrance Employee assists with questions	For restaurant: Host greets you, server takes order For retail: Staff member greets you, product display	Being introduced to the product Being introduced to the staff	Being introduced to the staff Being introduced to the product	Customer gets the item or service Customer pays for the item or service
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	To see what's new To get inspiration for ideas or advice	To see what's new To get inspiration for ideas or advice	To see what's new To get inspiration for ideas or advice	To see what's new To get inspiration for ideas or advice	To see what's new To get inspiration for ideas or advice
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer gets the item or service Customer pays for the item or service	Customer gets the item or service Customer pays for the item or service	Customer gets the item or service Customer pays for the item or service	Customer gets the item or service Customer pays for the item or service	Customer gets the item or service Customer pays for the item or service
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Being a tourist Not knowing the language	Being a tourist Not knowing the language	Being a tourist Not knowing the language	Being a tourist Not knowing the language	Being a tourist Not knowing the language
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Adding more staff Adding more staff	Adding more staff Adding more staff	Adding more staff Adding more staff	Adding more staff Adding more staff	Adding more staff Adding more staff