



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

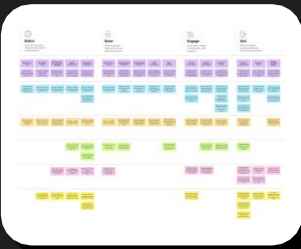


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Document an existing experience

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.

	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>				<div></div> <div>TIP</div> <div>As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.</div>	
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>On visiting the website, the flow will be defined</div> <div>As it uses UI the user can have good Experience on entering the data</div> <div>At the Home Page we will define the details to be filled</div>	<div>The output will be the prediction result</div> <div>After knowing the results in a quick process, people might get relieved</div>	<div>User friendly model might engage the people to work withthe application conveniently</div>	<div>Users will get fast and efficient results as it is more user friendly and time efficient</div>	<div>The prediction will give result</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	<div>The login page guides them to login</div> <div>They would either use mobile phone or computer as a medium to put and get data</div> <div>The user can view the results in web page</div>	<div>Signup creates basic details of the user</div> <div>Web UI shows their login details in the dashboard</div>	<div>Collecting the required data from</div> <div>The training model analyse the given data</div>	<div>The model gives you the result as prediction</div> <div>The user can view the result here</div>	<div>After viewing the result user can get the proper idea</div> <div>They came to know the actual price of the car</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help to use the application efficiently</div> <div>Help me understand what this prediction is all about</div>	<div>To successfully register on the website</div> <div>Enter the correct credentials</div>	<div>Help me feel good about prediction</div>	<div>To get the result of the prediction model</div>	<div>Helps to sell or purchase car with actual price</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Prediction can be done as fast and effective. Flexible and cost effective.</div>	<div>GUI is easy to understand which provides the predicated information clearly</div>	<div>Detection can be done efficiently</div>	<div>Prediction gives the concurrent output</div>	<div>Accurate quick results which is very useful for users</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Some people mightfear about the privacydata</div>	<div>People might doubt the predicted result</div>	<div>Uneducated people might have difficulty in using the user interface</div>	<div>Result might get affected due to mistakes</div>	<div>Some people don't know the process</div>



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