

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

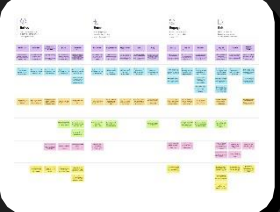
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>	
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>post on social media</div>	<div>After sign up into the website they are directed to dashboard</div> <div>Design of dashboard</div>	<div>Check the availability of beds</div> <div>get to check the medical work</div>	<div>Booking of bed</div> <div>Prompt for review</div>	<div>personalized recommendation</div>	
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>They can see inthe dashboard</div> <div>Dashboard available anytime the hospital website</div>	<div>They can develop talk to staff</div>	<div>They undergo the treatment according to their disease</div> <div>Bed is allotted after registering</div>	<div>Accurately predicting length of stay</div> <div>Cure for their diseases</div> <div>Customer e-mail</div>	<div>opinion</div> <div>Rectify error</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>To give crystal clear idea about beds available</div>	<div>Allocation of cot as needed</div>	<div>Quality treatment</div>	<div>Healthily going out of hospital</div>	<div>Happy treatment</div> <div>on</div>	
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Early dashboard</div>	<div>Customer can view the data visually</div> <div>Check availability of beds</div> <div>Customer analaysation based on data available</div>	<div>Some customers like direct reservation so far them it is helpful</div> <div>By predicting the length of stay beds available can be easily updated</div>	<div>Creating a new Experience</div> <div>Upwork Customer Satisfaction</div>	<div>Analyzing Opportunities For Growth</div>	
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Loaded with information</div>	<div>Customer can check hypothesis</div> <div>Accessing wrong data set</div> <div>Dashboard taking more time to respond</div>	<div>Human error may happen</div> <div>Improper communication between hospital and customer</div>	<div>Customer unreliable to error</div>	<div>Customer can take more insights</div>	
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Provide simpler summary to avoid information over load</div> <div>If you don't follow this immediately after your booking could we send a follow up?</div>	<div>Providing details on to usedashboard</div>	<div>Easily showing the beds allotment</div>	<div>How might we equip people to tip after the joining?</div>	<div>Working with feedback</div>	

TIP

As you add steps to the experience, move each these "Time El" the left or right depending on the scenario you are documenting.





Need some inspiration?

See a finished version of this template to kickstart your work.

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