

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.

Daniel is passenble of



(i) Stere template feedback



Document an existing experience

Nerrow 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.



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Browsing, booking, steening, and reting a local city tour	Entice How does sameone includy become owner of this process?	Enter What do record experience as they begin the process?	Engage In the core moments in the process, what hoopers?	Exit What do secule typically experience as the process final-sez?	Extend What happens after the esperience is over?
Steps What creat the sension (or group) Typically experience?	State and a second of the seco	Barranage Barranage Barranage	Value former and baseline for dept general states of the second states o	The strategy and the st	This does not be supported. The language of the supported of the supporte
Interactions What interactions do filey have st each page dainy for large? People: Who do they see or talk to? Please: Where are they? Titings: What digits touchoolins or physics objects would they use?	Form transmitted and the control of	Note that have also as a second of the secon	The first and and a garden and	meant oil grow in the second of the second of the interest of the second	Samin for teach stages when one stages when one of the stages when the stages
Goals & motivations Select step, what is a person's primary goal or metivation? ("Meta ne" or "Meta ne arold.")	Topic company of the control of the	Process Control Process Control Process Control Control	The state of the s	The state of the s	Total State
Positive moments What areas once a spaled person find engagaint, productive, fun methoding, designful or existing?	According to the control of the cont	Together on the control of the contr	In present the state of the sta	denote proces: Tangana into entire denote Income and manufacture of process	Processors Sensors Sen
Negative moments What shop does a typical person find furthering, confuring, engering, costly, or time-consuming?	Program and the state of the st	Sey the over a pay- contracting of an arrange of the payment of th	All the state of t	Opposition to control or control	The major and th
Areas of opportunity How impit use make each step lease? What loses do use have? What have others suggested?	Annual Control of Cont	of Plant to or man contract to the contract of	San product parameters of the second parameter	The left was a second state of	The aggression of the contract