

Templates

### 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.

	<div> <b>Entice</b></div> <div>How does someone initially become aware of this process?</div>	<div> <b>Enter</b></div> <div>What do people experience as they begin the process?</div>	<div> <b>Engage</b></div> <div>In the core moments in the process, what happens?</div>	<div> <b>Exit</b></div> <div>What do people typically experience as the process finishes?</div>	<div> <b>Extend</b></div> <div>What happens after the experience is over?</div>
<div> <b>Steps</b></div> <div>What does the person (or group) typically experience?</div>	<div>Step 1: Initial awareness</div> <div>Step 2: Initial interest</div> <div>Step 3: Initial engagement</div> <div>Step 4: Initial commitment</div>	<div>Step 1: Initial experience</div> <div>Step 2: Initial discovery</div> <div>Step 3: Initial exploration</div> <div>Step 4: Initial experimentation</div>	<div>Step 1: Initial involvement</div> <div>Step 2: Initial interaction</div> <div>Step 3: Initial immersion</div> <div>Step 4: Initial integration</div>	<div>Step 1: Initial completion</div> <div>Step 2: Initial closure</div> <div>Step 3: Initial conclusion</div> <div>Step 4: Initial continuation</div>	<div>Step 1: Initial reflection</div> <div>Step 2: Initial review</div> <div>Step 3: Initial recommendation</div> <div>Step 4: Initial reinforcement</div>
<div> <b>Interactions</b></div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Place: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul></div>	<div>Interaction 1: Initial contact</div> <div>Interaction 2: Initial discovery</div> <div>Interaction 3: Initial engagement</div>	<div>Interaction 1: Initial experience</div> <div>Interaction 2: Initial discovery</div> <div>Interaction 3: Initial exploration</div>	<div>Interaction 1: Initial involvement</div> <div>Interaction 2: Initial interaction</div> <div>Interaction 3: Initial immersion</div>	<div>Interaction 1: Initial completion</div> <div>Interaction 2: Initial closure</div> <div>Interaction 3: Initial conclusion</div>	<div>Interaction 1: Initial reflection</div> <div>Interaction 2: Initial review</div> <div>Interaction 3: Initial recommendation</div>
<div> <b>Goals &amp; motivations</b></div> <div>At each step, what is a person's primary goal or expectation? (Help me... or "help me avoid...")</div>	<div>Goal 1: Initial awareness</div> <div>Goal 2: Initial interest</div> <div>Goal 3: Initial engagement</div>	<div>Goal 1: Initial experience</div> <div>Goal 2: Initial discovery</div> <div>Goal 3: Initial exploration</div>	<div>Goal 1: Initial involvement</div> <div>Goal 2: Initial interaction</div> <div>Goal 3: Initial immersion</div>	<div>Goal 1: Initial completion</div> <div>Goal 2: Initial closure</div> <div>Goal 3: Initial conclusion</div>	<div>Goal 1: Initial reflection</div> <div>Goal 2: Initial review</div> <div>Goal 3: Initial recommendation</div>
<div> <b>Positive moments</b></div> <div>What steps does a typical person find enjoyable, gratifying, fun, motivating, delightful, or exciting?</div>	<div>Positive moment 1: Initial awareness</div> <div>Positive moment 2: Initial interest</div> <div>Positive moment 3: Initial engagement</div>	<div>Positive moment 1: Initial experience</div> <div>Positive moment 2: Initial discovery</div> <div>Positive moment 3: Initial exploration</div>	<div>Positive moment 1: Initial involvement</div> <div>Positive moment 2: Initial interaction</div> <div>Positive moment 3: Initial immersion</div>	<div>Positive moment 1: Initial completion</div> <div>Positive moment 2: Initial closure</div> <div>Positive moment 3: Initial conclusion</div>	<div>Positive moment 1: Initial reflection</div> <div>Positive moment 2: Initial review</div> <div>Positive moment 3: Initial recommendation</div>
<div> <b>Negative moments</b></div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Negative moment 1: Initial awareness</div> <div>Negative moment 2: Initial interest</div> <div>Negative moment 3: Initial engagement</div>	<div>Negative moment 1: Initial experience</div> <div>Negative moment 2: Initial discovery</div> <div>Negative moment 3: Initial exploration</div>	<div>Negative moment 1: Initial involvement</div> <div>Negative moment 2: Initial interaction</div> <div>Negative moment 3: Initial immersion</div>	<div>Negative moment 1: Initial completion</div> <div>Negative moment 2: Initial closure</div> <div>Negative moment 3: Initial conclusion</div>	<div>Negative moment 1: Initial reflection</div> <div>Negative moment 2: Initial review</div> <div>Negative moment 3: Initial recommendation</div>
<div> <b>Areas of opportunity</b></div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Area of opportunity 1: Initial awareness</div> <div>Area of opportunity 2: Initial interest</div> <div>Area of opportunity 3: Initial engagement</div>	<div>Area of opportunity 1: Initial experience</div> <div>Area of opportunity 2: Initial discovery</div> <div>Area of opportunity 3: Initial exploration</div>	<div>Area of opportunity 1: Initial involvement</div> <div>Area of opportunity 2: Initial interaction</div> <div>Area of opportunity 3: Initial immersion</div>	<div>Area of opportunity 1: Initial completion</div> <div>Area of opportunity 2: Initial closure</div> <div>Area of opportunity 3: Initial conclusion</div>	<div>Area of opportunity 1: Initial reflection</div> <div>Area of opportunity 2: Initial review</div> <div>Area of opportunity 3: Initial recommendation</div>