

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



Share template feedback



Document an existing experience

What have others suggested?

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.

Steps Steps Interactions In	Browsing, booking, attending, and rating a local city tour	Discovery How does someone initially become aware	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
With a frequency of they see of salk to 2 in the year of the year	What does the person (or group)	Why do they even start the journey?		Easy Accessible Understandable Can enable timely Frequently asked environment Vocabularyt notifications questions	
Goals & motivations Attacks step, what is a person's order me." or "Help me would.") Positive moments What stops does a typical person find encystable, productive, fun, motivating, delightful, or exciting? What stops does a typical person find encystable, productive, fun, motivating, delightful, or exciting? What stops does a typical person find encystable, productive, fun, motivating, delightful, or exciting? Negative moments What stops does a typical person find encystable, productive, fun, motivating, delightful, or excit ing? Negative moments What stops does a typical person find encystable, productive, fun, motivating, delightful, or excit ing? Negative moments What stops does a typical person find encystable, productive, fun, motivating, delightful, or excit ing? Negative moments What stops does a typical person find encystable, productive, fun, motivating, delightful, or excit ing? Negative moments What stops does a typical person find encystable, productive, fun, motivating, delightful, or excit ing? Negative moments What stops does a typical person find encystable, productive, fun, motivating, contenting, contenting, delightful, or excit ing? Negative moments What stops does a typical person find encystable, productive, fun, motivating, contenting, cont	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	to?	Website	Website query history	Website
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? Negative moments What steps does a typical person find frustrating, confusing, angering,	Goals & motivations At each step, what is a person's primary goal or motivation?	To get their queries solved To reduce waiting time in the bank	Answers		Fast and precise answers Friendly environment
What steps does a typical person find frustrating, confusing, angering, Wrong business model suggestions Wrong business model suggestions instructions	What steps does a typical person find enjoyable, productive, fun,		Fast response	Lead deperations	
	What steps does a typical person find frustrating, confusing, angering,		Wrong response	misinterpretation of feedback Wrong business model suggestions	Confusing GUI ambiguous instructions