

CUSTOMER JOURNEY MAP



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



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.



Enter details, Choose University, Report Generation, Predicting the chances of Admission	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Commercial and Recommendations Highly interested in the results of the commercial recommendations.	Register / Login The user is asked to log in or register. The user is asked to log in or register.	Evaluation Evaluating the details entered by the student.	Login After completing the admission process, students log in to the website.	Feedback Feedback is generated for the future enhancement of the application.
Interactions What interactions do they have at each step along the way? <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?	Experts Assistance Students receive help from a professional advisor.	Update details Students fill out their personal and academic details.	Prediction Predicting the chances of admission.	Choose the course List of courses that the student can choose from.	Students will be able to log in to the website.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to know about the Admission Predictor.	Help me to login with my email and password.	Help me to see the results of my application.	Help me to know the details of the Admission Predictor.	Help me to express my feedback.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Admission Predictor The user is able to see the results of the Admission Predictor.	Registration The user is able to register with their email and password.	Evaluation The user is able to see the results of their application.	Choose the course The user is able to choose from a list of courses.	Students will be able to log in to the website.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The Commercial The user is not able to see the results of the commercial recommendations.	Login / Registration The user is not able to login or register.	Evaluation The user is not able to see the results of their application.	Choose the course The user is not able to choose from a list of courses.	Students will be able to log in to the website.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Admission Predictor The user is able to see the results of the Admission Predictor.	Registration The user is able to register with their email and password.	Evaluation The user is able to see the results of their application.	Choose the course The user is able to choose from a list of courses.	Students will be able to log in to the website.

TIP
As you add steps to the experience, move each step "Five" to 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.

[Open example](#)