



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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Need some inspiration? See a finished version of this template to kickstart your work. [Open example](#)

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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.

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

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	Hearing of product availability Able to fulfill the promised results	Proper app maintenance	Hacktion Analyzing System Optimized user interface	Provide motivation to go on Find out what the benefits are	Healthy and redifined lifestyle Better choices of food Provide medium to continue the new found diet Give tips on how to continue
Interactions 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 or physical objects would they use?	User able to choose what to eat Website	Easy to go on with the process of registration Tah with dieticians	New kind of a software that allow the user to change diet Display of dashboard containing main features User notified about all the things to be maintained during the diet Diet x 7 service by dietician	Better body and soul Having a clear view on how to proceed Be a more motivated person	Selection of food that has high nutrients Calorie tracking Fit lifestyle
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Give people knowledge on the perks of a healthy diet	Show people examples of having result	Calorie Tracker Choosing what to have	Give alerts when nutrient quantity achieved Calorie Tracking	Healthy body Fueled to healthy food A diet inspired by the app Save money Increase life span
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The fact that the app can enhance health	Interactive UI	Cost savings Greater insight	Avoiding health ailments like cholesterol Having a healthy lifestyle	Good body Follow up Diet chart Draw for healthy Food only Fat content decreases
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The drive to go through a diet regime	No knowledge of app	Lack of the drive to stay controlled with the diet of one Quality to be provided	Interest in the food Draying away from the strict diet	Maintain the diet Inconsistent logging in Neglecting nutritious diet Not following the suggested diet
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Advertise more for more audience Making sure to meet up the quality	Graph analysis	Regular updates in UI	Calories Tracking More dietician sessions	Give better experience Make sure that people feel better Ask for reviews Make changes to make the App more better