

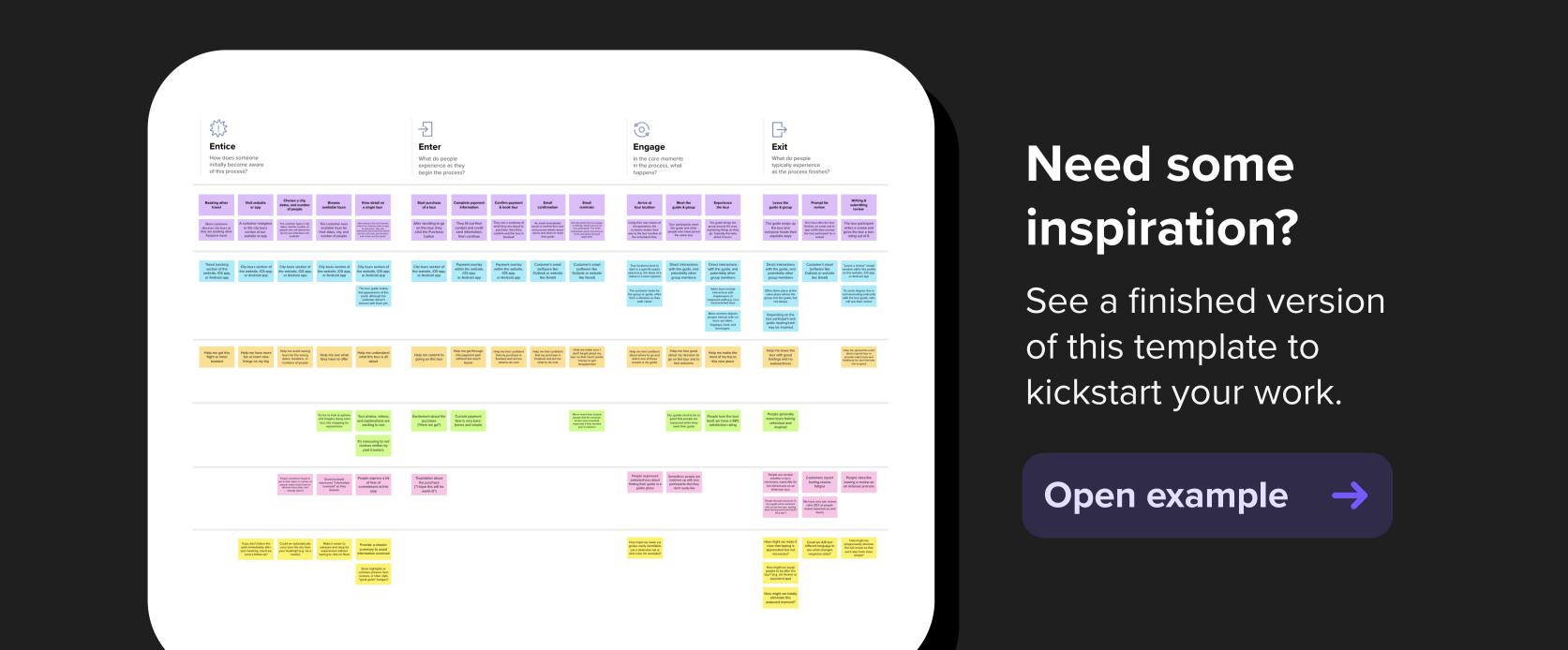
## experience journey map

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

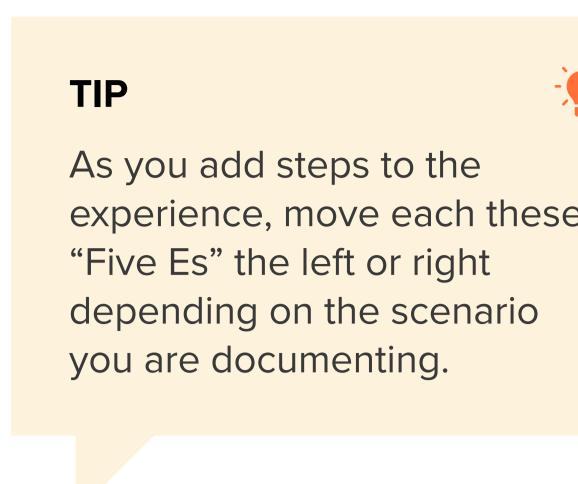
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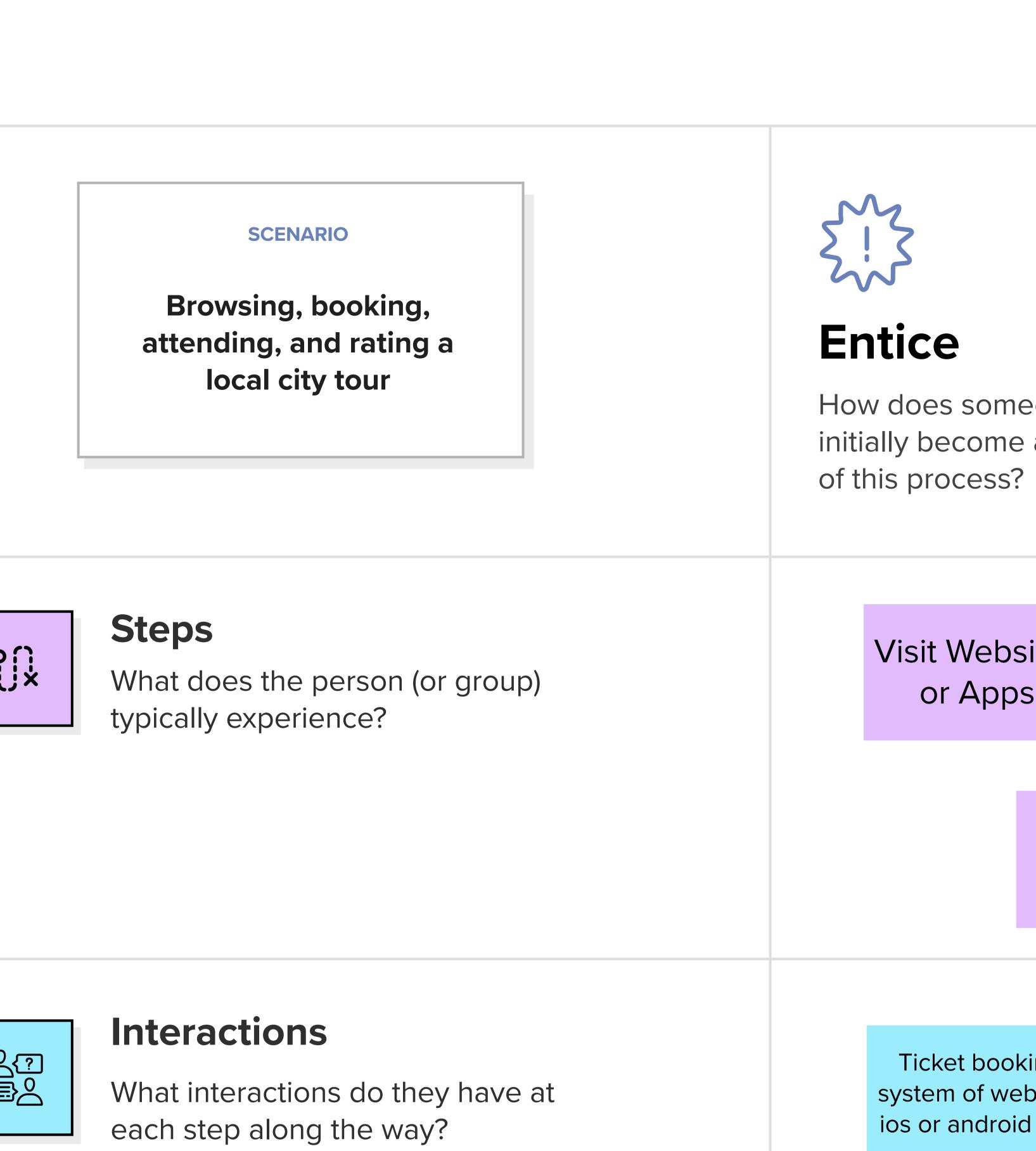




## Document an existing experience

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.





People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

Places: Where are they?

**Goals & motivations** 

primary goal or motivation?
("Help me..." or "Help me avoid...")

**Positive moments** 

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

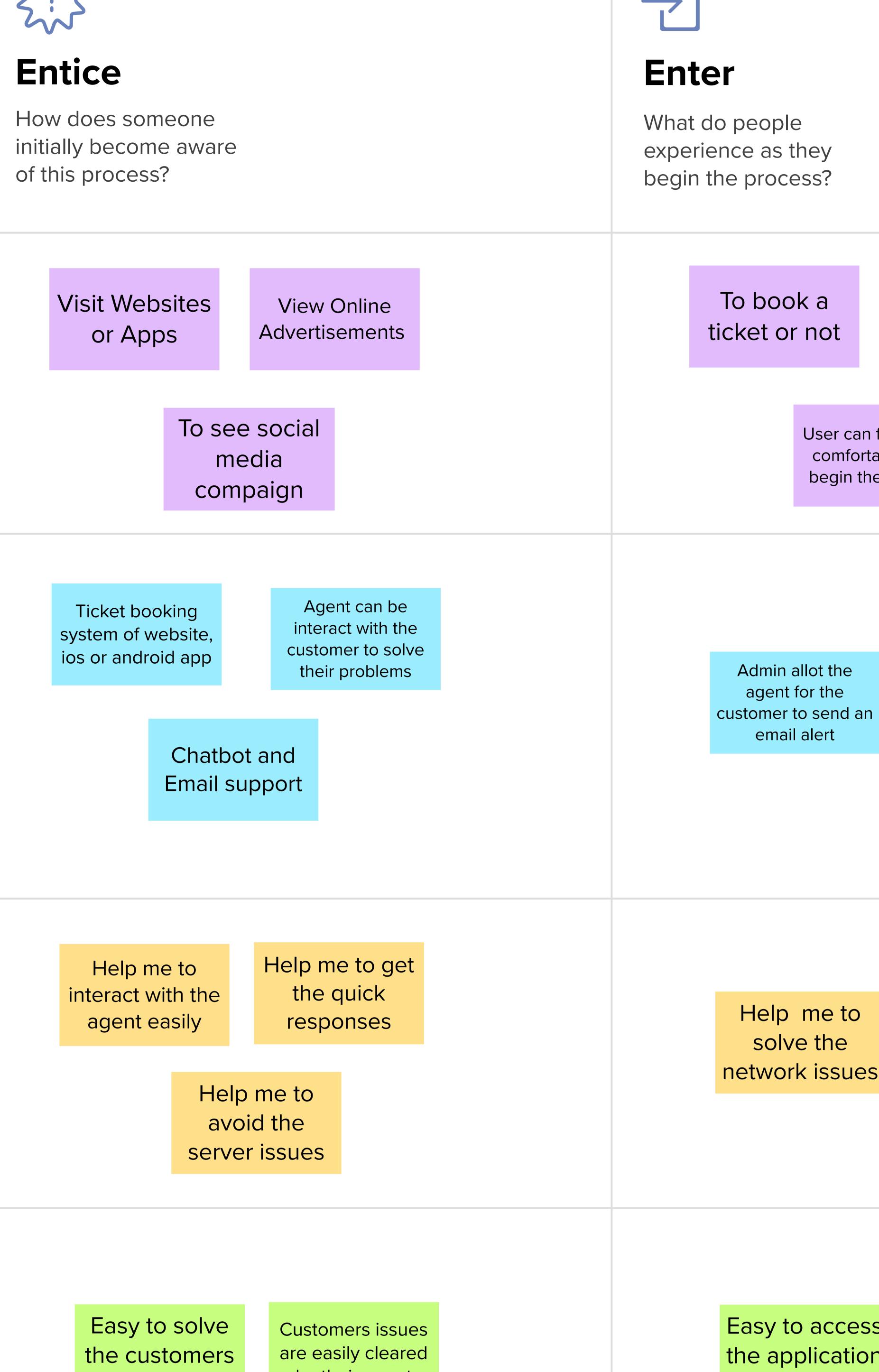
Areas of opportunity

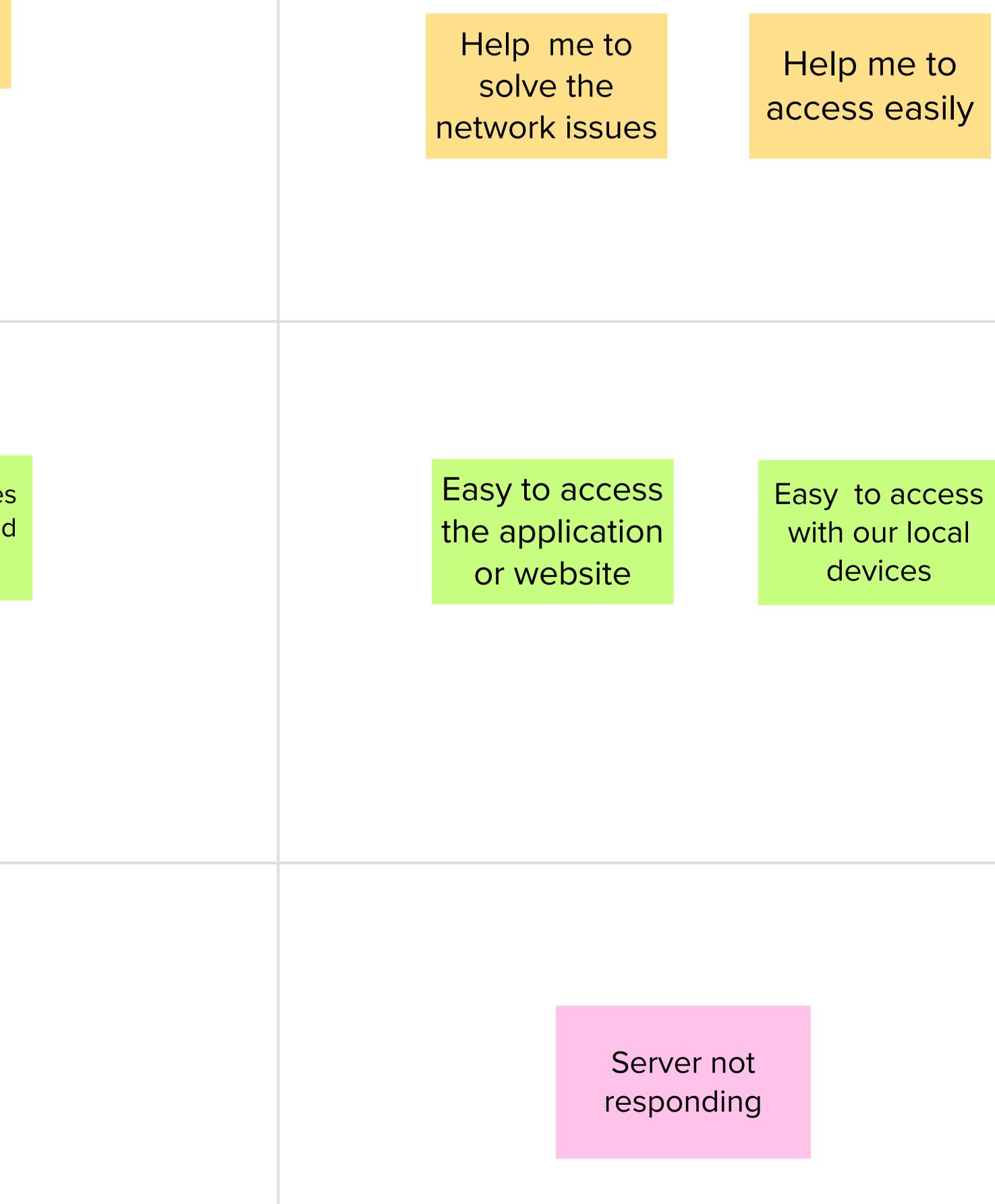
How might we make each step

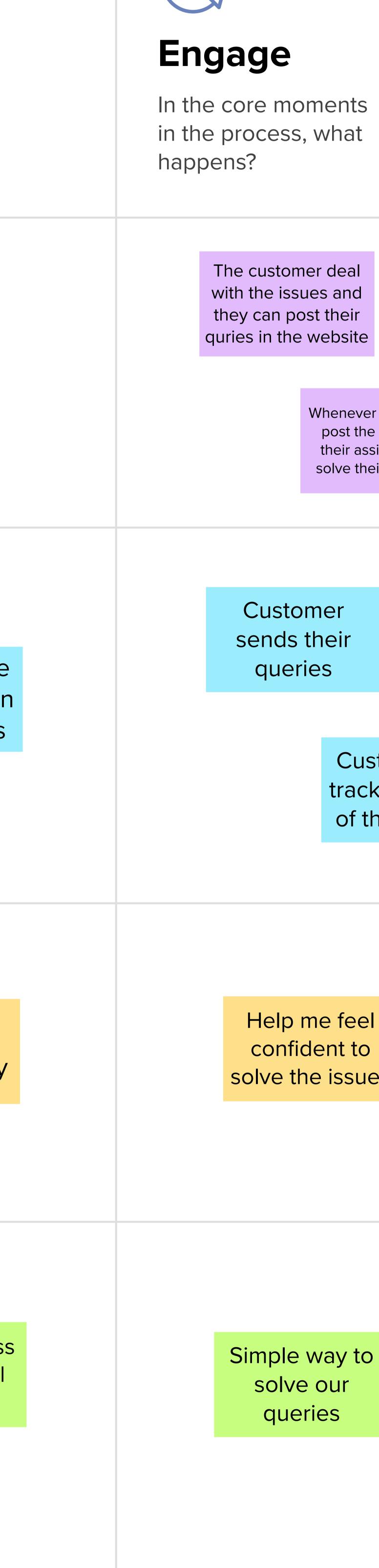
better? What ideas do we have?

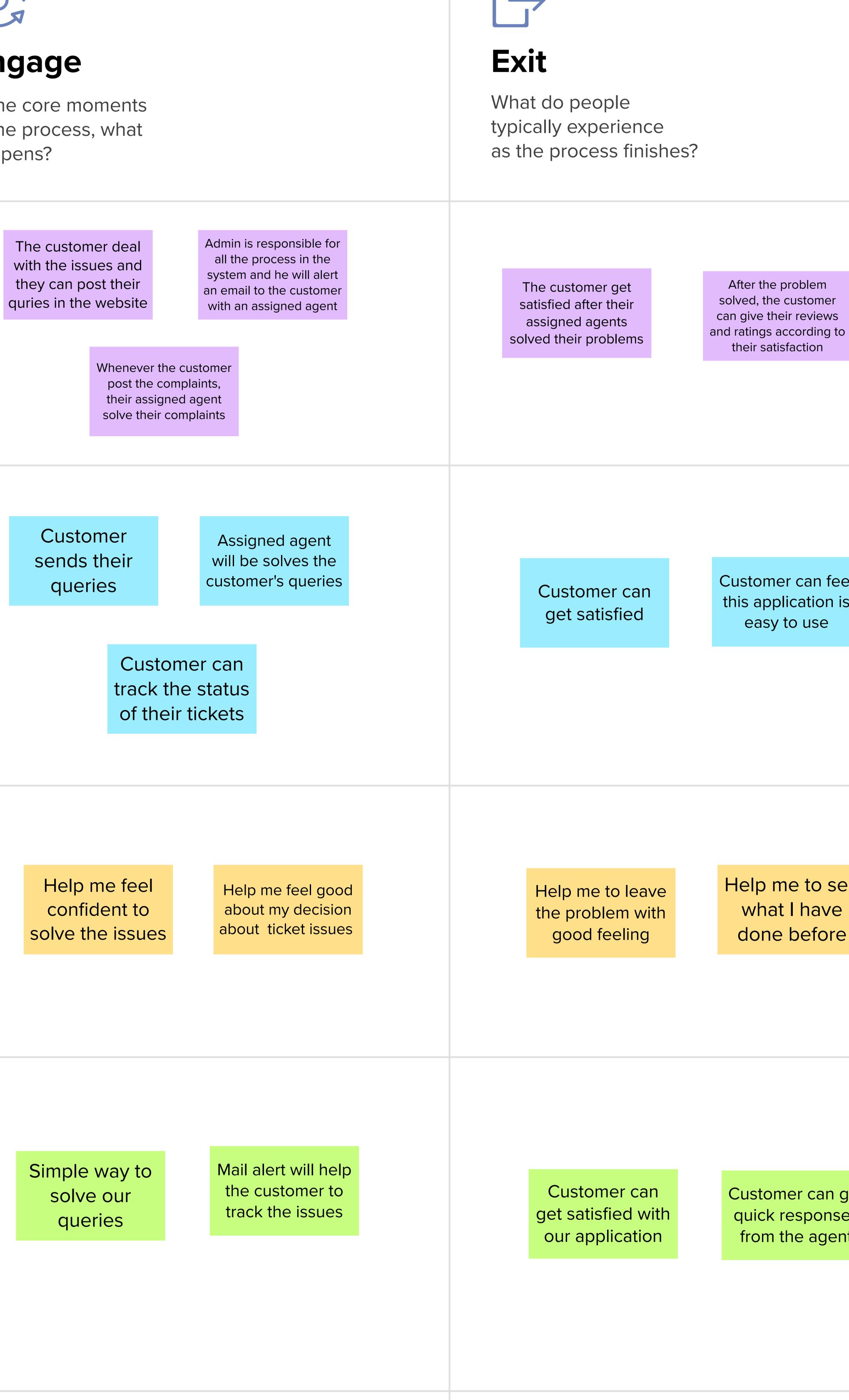
What have others suggested?

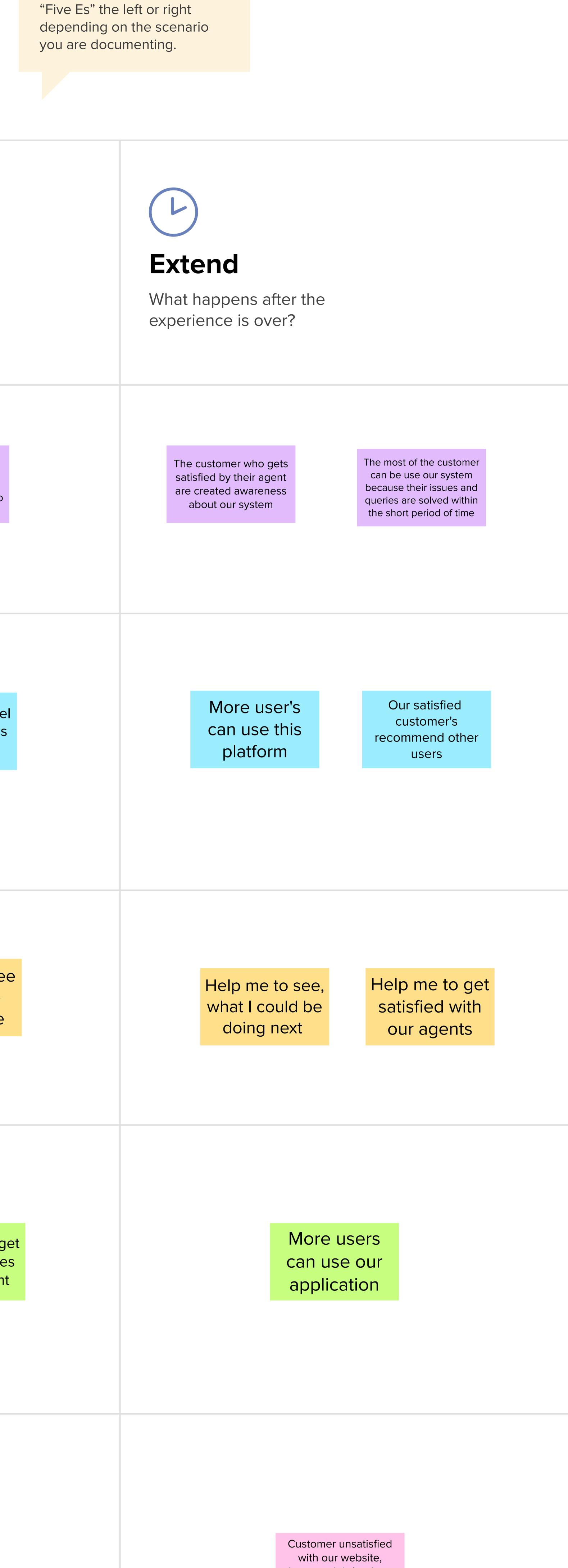
At each step, what is a person's

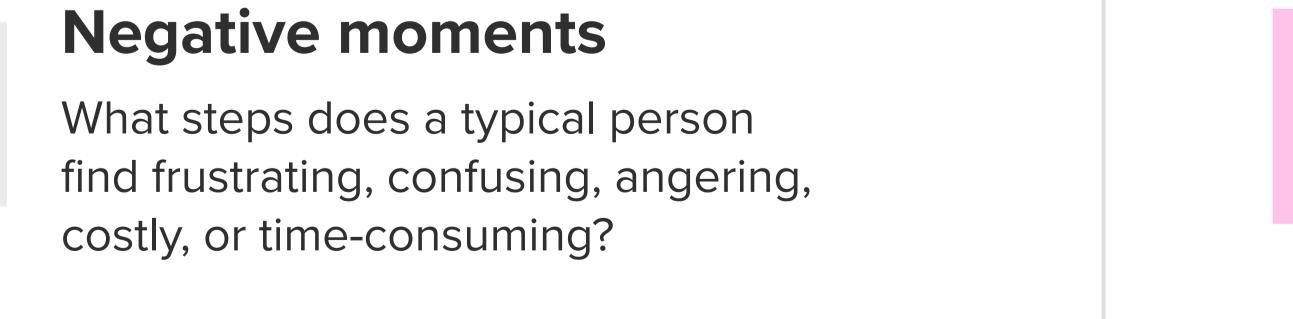










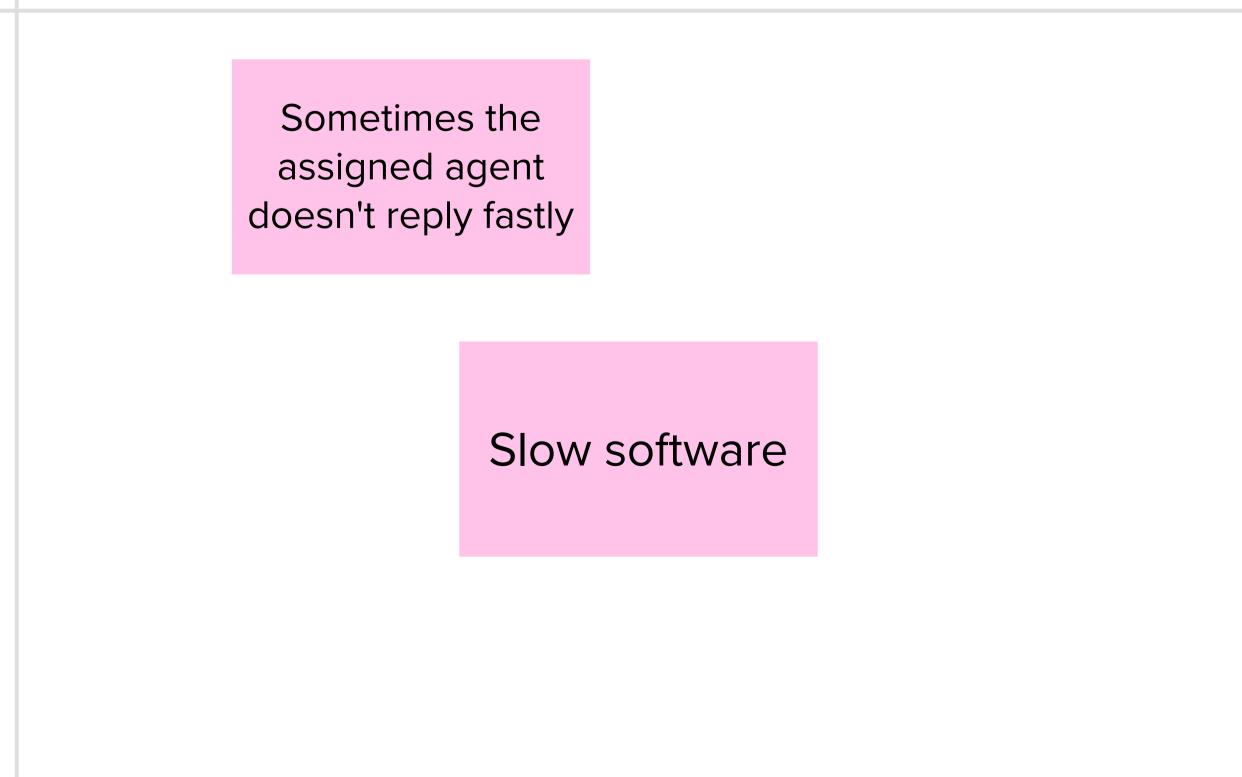






User can feel more comfortable after

begin the process





which has done in the

