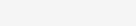
Customer experience journey map

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.

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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.





As you add steps to the experience, move each these "Five Es" the left or right 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?	According to his interests, it suggests skills According to the talents he possesses, it suggests work opportunities.	They realize the importance of application targeted in the market towards job seekers Scope and expectation	Employment suggested by the app to meet their demands.	Individuals become aware of the abilities required for the position and those they should continue to develop.	They get a job with which they get satisfied
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?	Interaction with the chat bot	They learn more about the industry and the potential range of abilities.	They make career recommendations based on our interests and our talents.	People learn about the opportunities available in the sector	They learn more about what the corporate world expects from them and how they can develop themselves
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Attaining a job that suits their skills and interest	Obtaining the position that perfectly matches my skills, neither more nor less	Using their acquired skills to find a job	Managing their time and skill	Developing their talents.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The app offers time management so that users can focus on other tasks.	They feel excited about using app as they can find their dream job.	They feel satisfied with the interactive application.	Satisfy with the received application	If they find a job, they feel good if not, our chatbot will send consoling messages
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	They feel stressed out as they couldn't find their job.	At the initial stage, they find difficult to develop their skilss	They feel frustrated as they couldn't match any job	A straightforward (and polite) correction of any inaccuracies	They start to lose their interest as they face constant rejections from companies
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	They can give unbiased reviwe about our app, interview experience etc.,	They can share their hiring challenges that they faced.	They get to know more about the oppurtunities from the chat bot	Enhancing the skills in which we are lagging.	Get instant notification about new opportunities via mail