



# 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.

TIP

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

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour					
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Skill Recommender</div> <div>Job Recommender</div> <div>According to his interests, it suggests skills</div> <div>According to the talents he possesses, it suggests work opportunities.</div>	<div>They realize the importance of application targeted in the market towards job seekers</div> <div>Scope and expectation</div>	<div>Employment suggested by the app to meet their demands.</div>	<div>Individuals become aware of the abilities required for the position and those they should continue to develop.</div>	<div>They get a job with which they get satisfied</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Interaction with the chat bot</div>	<div>They learn more about the industry and the potential range of abilities.</div>	<div>They make career recommendations based on our interests and our talents.</div>	<div>People learn about the opportunities available in the sector</div>	<div>They learn more about what the corporate world expects from them and how they can develop themselves</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Attaining a job that suits their skills and interest</div>	<div>Obtaining the position that perfectly matches my skills, neither more nor less</div>	<div>Using their acquired skills to find a job</div>	<div>Managing their time and skill</div>	<div>Developing their talents.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>The app offers time management so that users can focus on other tasks.</div>	<div>They feel excited about using app as they can find their dream job.</div>	<div>They feel satisfied with the interactive application.</div>	<div>Satisfy with the received application</div>	<div>If they find a job, they feel good if not, our chatbot will send consoling messages</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>They feel stressed out as they couldn't find their job.</div>	<div>At the initial stage, they find difficult to develop their skills</div>	<div>They feel frustrated as they couldn't match any job</div>	<div>A straightforward (and polite) correction of any inaccuracies</div>	<div>They start to lose their interest as they face constant rejections from companies</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>They can give unbiased reviwie about our app.interview experience etc.,</div>	<div>They can share their hiring challenges that they faced.</div>	<div>They get to know more about the opportunities from the chat bot</div>	<div>Enhancing the skills in which we are lagging.</div>	<div>Get instant notification about new opportunities via mail</div>