

# 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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# 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.

# **SCENARIO** Adding wallet balance, tracking, saving and monitoring expenses

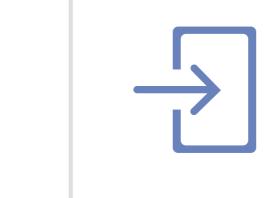


How does someone

of this process?

initially become aware





#### Enter What do people experience as they begin the process?



# Engage

In the core moments in the process, what



### What do people typically experience

The customer experiences the well organized management of finances

As you add steps to the

"Five Es" the left or right

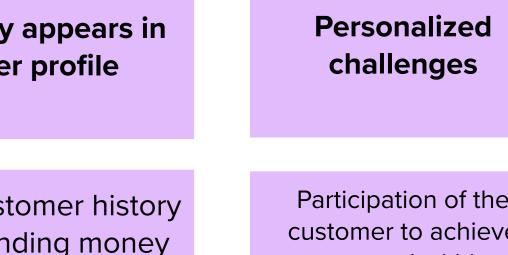
as the process finishes?

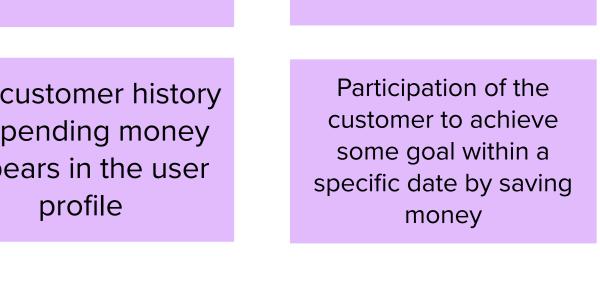


# **Extend**

What happens after the experience is over?







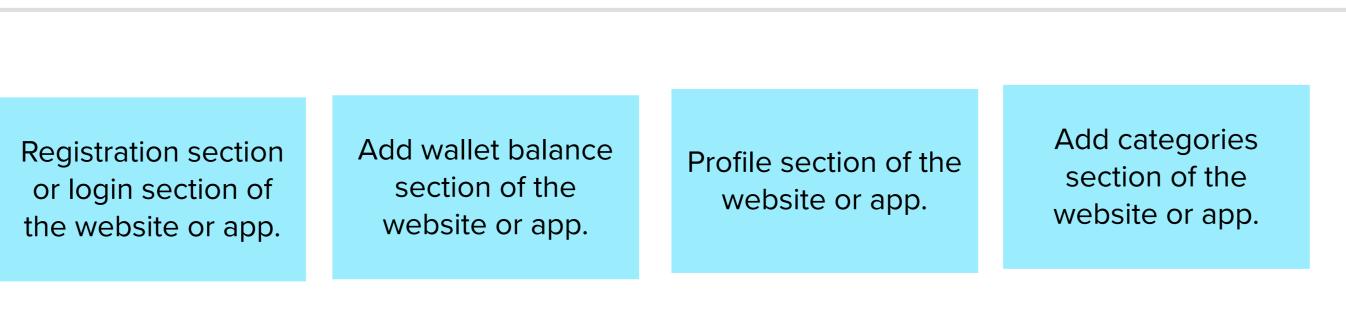


#### Interactions

What interactions do they have at each step along the way?

What does the nerson (or aroup)

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

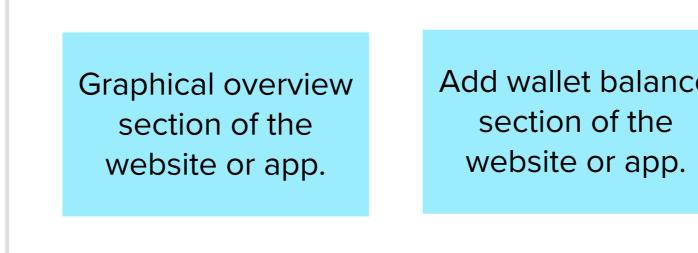


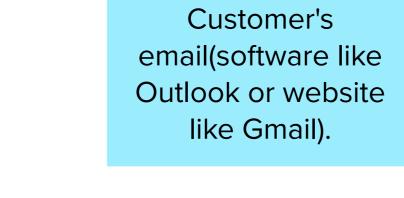
The customer adds the balance he had currently in his wallet

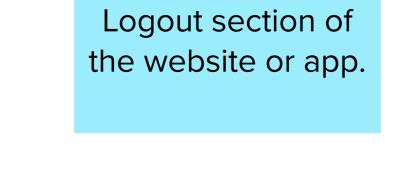
The customer adds their email, mobile number to be notified

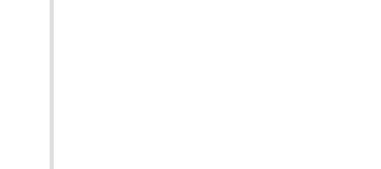


The customer sets





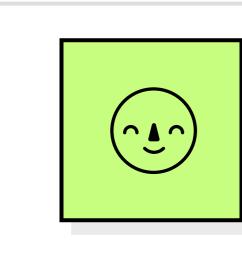






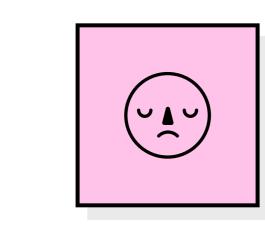
#### **Goals & motivations**

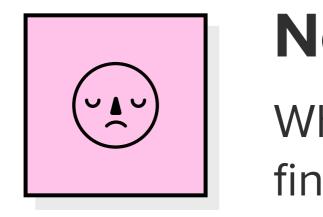
At each step, what is a person's ("Help me..." or "Help me avoid...")



#### **Positive moments**

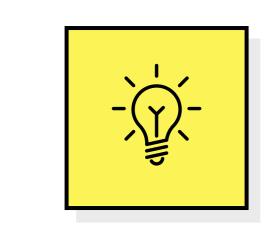
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



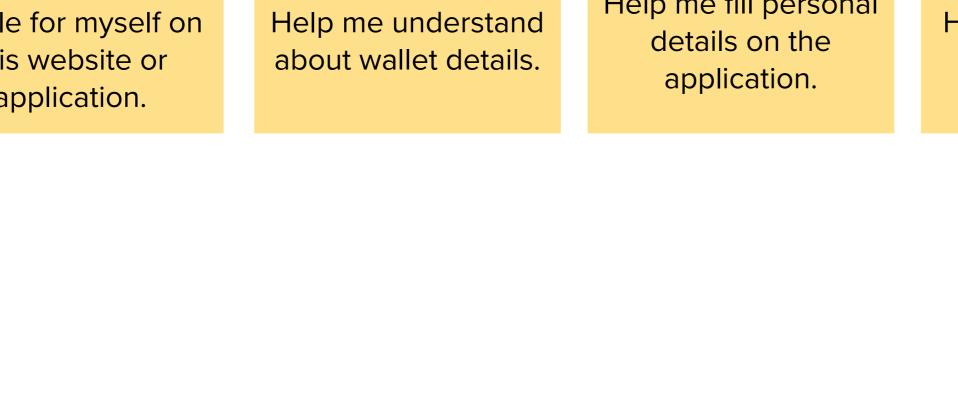


### **Negative moments**

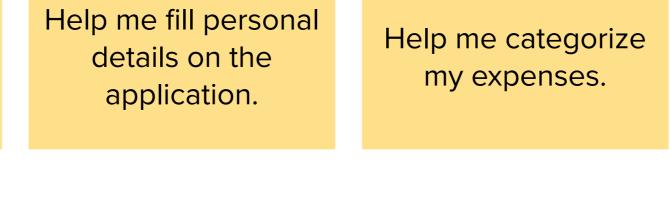
What steps does a typical person



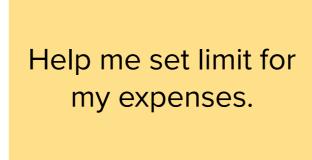
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?

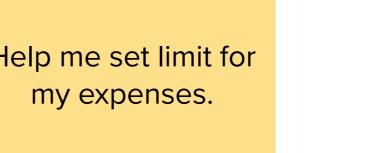


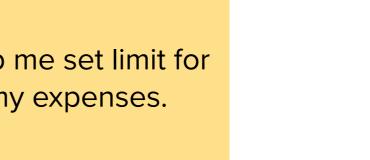
Sometimes people accidentally type their personal details which may lead to mistaken profile



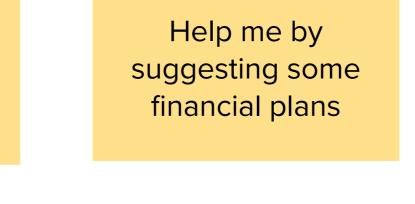




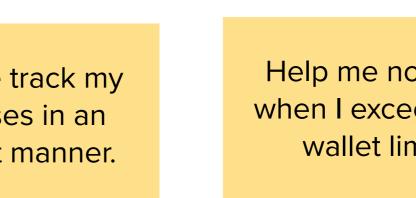


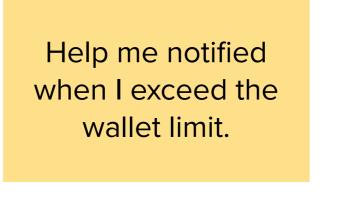


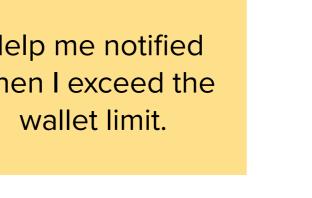


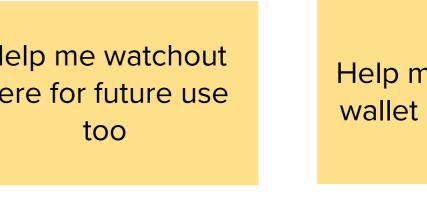


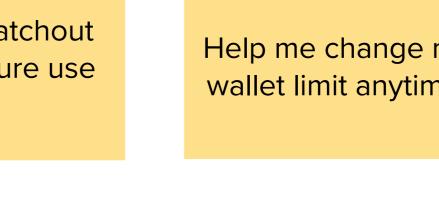


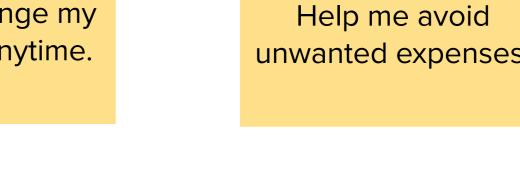


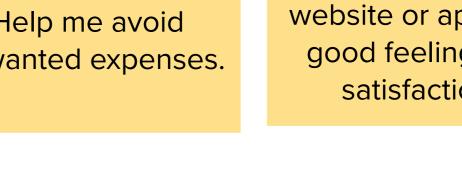


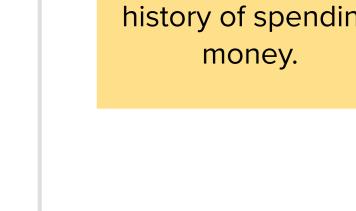


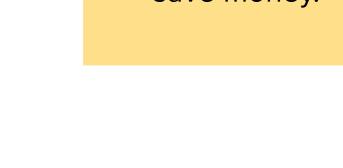


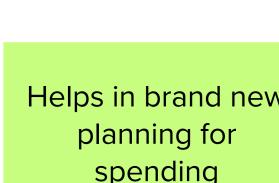


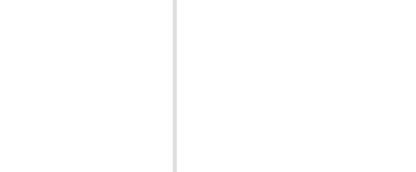




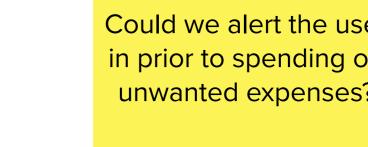




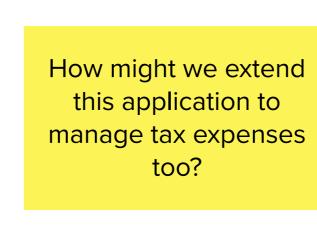


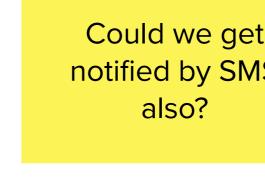






It may suggest some
plans which is not
suitable for the customer
and they start to dislike
this





Booking other travel

Most customers discovered place in the part of the part See a finished version

