

The Customer Experience Map

Alpha

Designed for:

Designed by:

Date:

Iteration:

Design Innovative Customer Experiences

Before

During

After



Activities



What is the customer doing at each stage? What actions are they taking to move themselves on to the next stage?

Motivation



Why is the customer motivated to keep going to the next stage? What emotions are they feeling? Why do they care?

Questions



What are the uncertainties, jargon, or other issues preventing the customer from moving to the next stage?

Barriers



What structural, process, cost, implementation, or other barriers stand in the way of moving on to the next stage?