

The Customer Experience Map

Design Innovative Customer Experiences

Alpha

Designed for:

Designed by:

Date:

Iteration:

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?