



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

Browsing, looking, 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?

Log inOpen through Web ApplicationThrough Login CardboardNew User Create Account

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?

Show up the advertisementMake user interactionCustomer can access engineFree AccessibilityConnection through Social AccountInteractiveInteractive Productivity service

Goals & motivations

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

Early AvailableOne access to current caseMain to focus UserFree GuidanceHelp to make accurate data analyticsCreate a workflow for trainingTo make a trip of better probability

Positive moments

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

Make a User friendlyAvailable Resources Based user list QueryMake a User friendlyCustomer understandEasy VisualizationCustomer can make happy through dataStruggle encounterCounting own satisfactionFree infrastructure

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Invalid credentialMore Details are availableRisk occurrenceKnowledgeable can be understand the visualizationWrong actions can make the product occurrenceSave moneyMake a Satisfaction

Areas of opportunity

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

Increase the customerProvide more productivityEasy to understand the visualization by analyticsUpdate the policyImprove the user interfaceMake a secure

TIP

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

