

## 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

Share template feedba



## 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.

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

Browsing, booking, 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?	More offer increase the customer  Marketing through twitter groups  Advertising through face book post  To provide offer & gift vouchers	Provide gifts to increase the customer	The user need a way to track & maintain overall sales dain		
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?	Which product they like most?  Put notice & poster placed in the outside the shop  Encourage distributors to achieve market	What forces people to buy?  How it affects dat today life?	What is the daily need?		
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To increase the overall sales  Lot of competition in the sales market.Take the competitors are motivators	To manage the financial status	Trying to attract customer of all range		
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To increase the overall sales  To sustain in the global market	Clear picture of sales overview  To provide an optimum amount of stock goods	Gain good market status		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Loss over past two financial quaters  Depression & stress over the sales	Worried about the result of analytics	Lot of customer churn		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Clear picture of sales overview  Make some profit	Implement a system to help you collect feedback	Implement a system to help you analze it		



