# Customer Experience Map:

Description:

Experience Trigger 

**Activity/Interactions**



Customer Type

Map Key

**Emotion/Intensity**

**Service Elements**



**P1**

Point of Pain *(doesn’t work)* Point of Delight *(works well)* Opportunity



**D1**



**O1**

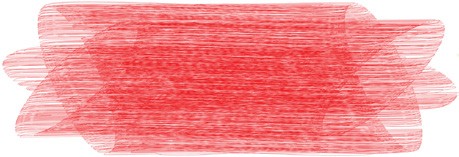
**Touchpoints**

**Time**



Time Spent *(positive)*

Time Taken *(negative)*



Mel Edwards

DISCOVER INVESTIGATE PREPARE APPLY WAIT USE

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POINTS OF PAIN

BARRIERTO EXPERIENCE

**POINTS OF DELIGHT** OPPORTUNITYTO SUPPORT EXPERIENCE