

Customer journey map

Scenario: [Existing experience through a product or service]	Enrich	Enter	Engage	Exit	Extend
Experience steps What does the person (or people) do in the center of this scenario typically experience in each step? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use?	<ul style="list-style-type: none"> Ask questions Offer solutions Provide message 	<ul style="list-style-type: none"> Show options Offer choices 	<ul style="list-style-type: none"> Skills are tested High error rate Slow progress 	<ul style="list-style-type: none"> Offer support Show options 	<ul style="list-style-type: none"> Offer feedback Offer system
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 do they use?	<ul style="list-style-type: none"> Integrated External media Mobile landing page 	<ul style="list-style-type: none"> Engagement 	<ul style="list-style-type: none"> Process fail Shipping cost Promotional period 	<ul style="list-style-type: none"> Feedback loop 	<ul style="list-style-type: none"> Feedback loop Offer system
Goals & motivations At what times does a person's primary goal or motivation change? ("Help me," or "Help me avoid...")	<ul style="list-style-type: none"> Find what I need Look for details Search for help 	<ul style="list-style-type: none"> Show options Offer choices 	<ul style="list-style-type: none"> Skills required Offer support Offer shipping information 	<ul style="list-style-type: none"> Offer feedback 	<ul style="list-style-type: none"> Offer feedback Offer system
Positive moments What does a person gain that motivates them to keep interacting, increasing delight, or excitement?	<ul style="list-style-type: none"> Offer goals Offer discounts Offer freebies 	<ul style="list-style-type: none"> Offer goals Offer credits 	<ul style="list-style-type: none"> Offer learning Offer feedback Offer support 	<ul style="list-style-type: none"> Offer delivery Offer package 	<ul style="list-style-type: none"> Offer goals Offer discounts
Negative moments What does a person feel frustrated, confused, angry, costly, or time-wasting?	<ul style="list-style-type: none"> Ask more questions Offer longer wait 	<ul style="list-style-type: none"> Offer many options Offer missing info 	<ul style="list-style-type: none"> Unpleasant surprise Wait/hold until next group 	<ul style="list-style-type: none"> Waiting update Offer alternatives 	<ul style="list-style-type: none"> Offer long wait Offer frustration
Areas of opportunity How might we make every day better? What can we do now? What does others suggest?	<ul style="list-style-type: none"> Offer more options Offer faster wait Offer better service 	<ul style="list-style-type: none"> Offer learning Offer feedback 	<ul style="list-style-type: none"> Offer skills Offer credits Offer more support 	<ul style="list-style-type: none"> Offer feedback Offer package 	<ul style="list-style-type: none"> Offer long wait Offer frustration