



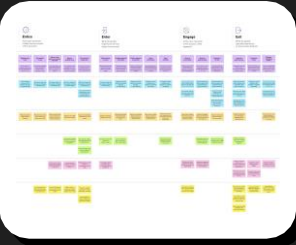
Customer experience journey map

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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Need some inspiration?

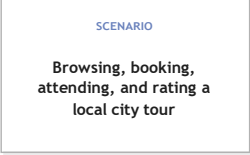










See a finished version of this template to kickstart your work.

Open example →



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.

<div></div> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Tracking of the budget</div> <div>A Customer can track their monthly income</div> <div>View Website</div>	<div>Easy login</div> <div>The application meet the customer needs</div> <div>Sign in /sign up</div>	<div>Limit the expenses</div> <div>identifying most needed expenses</div>	<div>Efficiently tracking expenses</div> <div>Maintain the expenditur e</div> <div>Final expense report</div>	<div>Better understanding the expenses</div> <div>Track the expenses</div> <div>Display the monthly expenses</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div>User able to register themselves</div> <div>Only registered or authorized user can be able to login into the application</div> <div>More notification to be sent to the login devices</div>	<div>Entering the user name and password</div> <div>Authentication process should be done</div> <div>Display of Dashboard containing expenses details</div>	<div>live chat bot</div> <div>Each information should be maintained and stored</div> <div>adding small expenses details</div>	<div>Retrieval of more expenses area</div> <div>Deleting pre month expenses</div> <div>Single day expenses of individual</div>	<div>Social media channels</div> <div>Display the expenditu re</div> <div>Monthly exenses of the individual is managed</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Keep the inventory data safely recorded</div> <div>Helps user to get the correct website</div>	<div>Having sufficient supply</div> <div>Notifying the users on time</div>	<div>Batch Tracking</div> <div>Alert on inventory</div>	<div>Control expense s</div> <div>Cost effective storage</div>	<div>Saves money</div> <div>Reduces time</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Mail notification when the budget limit reaches</div> <div>Graph analysis</div>	<div>Do not froget My password</div> <div>Mail notification when the budget limit reached</div> <div>Increased constrain ts</div>	<div>Avoiding</div> <div>Notification on unnecessa ry</div> <div>easy calculati on</div>	<div>Schedule maintain expense</div> <div>Info about small expenses</div> <div>Automated track of similar expenses</div>	<div>Automated of daily expenses</div> <div>Increased information transparency</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Production Problem</div> <div>Error in Notification</div>	<div>Expens e details updated</div> <div>system crash due more users on daily usage</div>	<div>Inconsistent in tracking</div> <div>poor expenditur e planning</div> <div>Evolving easy tracking</div>	<div>High expens es in month</div> <div>More expenses on single month</div> <div>Inconsistent tracking</div>	<div>Difficulty in managing the physical record of ex</div> <div>Managing warehouse space</div>

Areas of opportunity

How might we make it better? What ideas do we have? What have others done?

Identify the most valuable steps in the process

How might we improve these steps? What ideas do we have?

Retrieval review

How might we improve the retrieval review process? What ideas do we have?

Updating stock details

How might we improve the updating stock details process? What ideas do we have?

Costs of Discount to attract CUSTOMERS

How might we improve the costs of discount to attract customers process? What ideas do we have?

centralized Tracking

How might we improve the centralized tracking process? What ideas do we have?

Expand Through the online purchase process

How might we improve the expand through the online purchase process process? What ideas do we have?

Demand Forecasting

How might we improve the demand forecasting process? What ideas do we have?

Transparent performance

How might we improve the transparent performance process? What ideas do we have?

Expanding production Profits

How might we improve the expanding production profits process? What ideas do we have?

Business scaling

How might we improve the business scaling process? What ideas do we have?

Develop a Network between retailers

How might we improve the develop a network between retailers process? What ideas do we have?

Reduce human error

How might we improve the reduce human error process? What ideas do we have?