

Customer Journey Map Template

Customer Journey Maps are very similar to Experience Maps, but they focus on a more specific group of people as customers who use your product or service.

Like any other type of journey map, a Customer Journey Map should be easy to read, easy to interpret, and contain insights from your research that can help your team to make smarter design decisions. This template contains one way to structure an experience map, but you should adapt it to fit your own needs. Here are a few things to remember when creating yours:

- Make sure the scope of your map includes **the important parts of the customer journey**.
- Keep it **as simple as possible**. The goal of journey mapping is to simplify complex experiences.
- Use standard conventions when you can, like a **customer persona**, **columns** to depict the progression of the journey, **actions and thoughts** inside of each phase, **rows** to separate different types of data.
- Use the **tools that make sense for you**. Pen and paper, whiteboard and markers and collaborative drawing tools will all work. The most important thing is your process!

Ready? Great! Go to the next page for the first step.

Start Learning Today:
[interaction-design.org](https://www.interaction-design.org)




Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, **as long as you give credit to the Interaction Design Foundation**. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.



1 Add a Persona

The type of customer


Create a persona — a person who represents a typical type of customer — and put their details at the top of the map.

	NAME OF THE PERSONA Rich description of the persona and the characteristics that relate to this specific customer journey

2 Add Phases

Key segments of the experience


Create a column for each of the key segments of the experience. Each of these will later contain one or more of the persona's thoughts and actions.

	NAME OF THE PERSONA Rich description of the persona and the characteristics that relate to this specific customer journey		
FIRST PHASE	SECOND PHASE	THIRD PHASE	FOURTH PHASE

3 Add Actions

What the person does and thinks

Add the things that the persona does or thinks in each phase that tell the story of the experience. Ideally, each of these should be backed up by an observation from your user research.

	NAME OF THE PERSONA Rich description of the persona and the characteristics that relate to this specific customer journey		
FIRST PHASE	SECOND PHASE	THIRD PHASE	FOURTH PHASE
An action or thought by the persona	An action or thought by the persona	An action or thought by the persona	An action or thought by the persona

Start Learning Today:
interaction-design.org

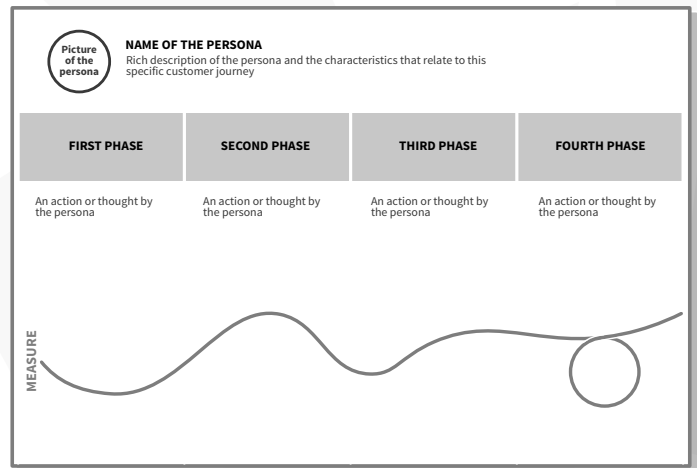


Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, as long as you give credit to the Interaction Design Foundation. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.



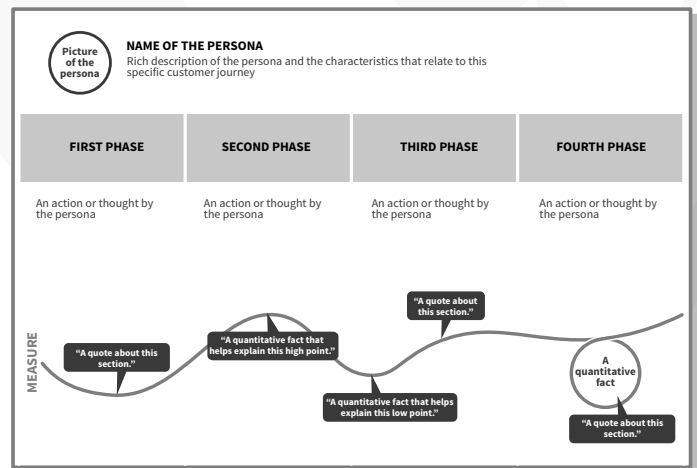
4 Add Trends Measures of experience over time

Add quantitative measures that show how parts of the experience change over time. Think of these like the rising and falling action in a story. The data could come from a user survey, a database or even a survey of your team's perceptions.



5 Add Narrative Facts Qualitative and quantitative elements

Add facts from your user research that add more richness to the story. If there is a high or low measure, show why it might be happening with a quote from the persona, a real customer or a key data point.



Do You Want to Learn More?

Learn how to use this template to your best advantage in our online course [Journey Mapping: Improve the Customer Journey](#). Sign up for it today and learn how to create and improve your UX portfolio if you haven't already started the course.

Journey Mapping: Improve the Customer Journey

■ □ □ Beginner Course

In this practical course taught by experienced UX professionals, you will learn to use journey mapping to turn your own complex design challenges into simple, delightful user experiences. If you want to design a great shopping experience, an efficient signup flow or an app that brings users delight over time, journey mapping is a critical addition to your toolbox.

- How and why journey mapping is **used by top design teams** around the world
- How to **choose the best journey mapping process** to fit **your team's goals**
- How to **gather data** as part of your journey mapping process
- How to **analyze data** using a **perspective grid**
- How to **create the three most common types of journey map**: experience map, customer journey map, service blueprint
- How to **run a journey mapping workshop** and **turn your insights into viable product initiatives**

This course will provide you with **practical methods** that you can start using immediately in your own design projects, as well as downloadable templates that can give you a **head start in your own journey mapping projects**.

[Learn more about this course >](#)

Start Learning Today:
interaction-design.org



Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, as long as you give credit to the Interaction Design Foundation. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.



How to Advance Your Career With Our Online Courses



Take Online Courses by Industry Experts.

Lessons are self-paced so you'll never be late for class or miss a deadline.



Get a Course Certificate.

Your answers are graded by experts, not machines. Get an industry-recognized Course Certificate to prove your skills.



Advance Your Career.

Use your new skills in your existing job or to get a new job in UX design. Get help from our community.

About the Interaction Design Foundation

With over 120,000 alumni, the Interaction Design Foundation is the **biggest design school globally**. Industry leaders such as IBM and Adobe train their teams with our courses, and universities such as MIT and the University of Cambridge include our courses in their curricula. Our online courses are taught by industry experts and cover the entire spectrum of UX design from beginner to advanced. We give you industry-recognized course certificates to advance your career. Since 2002, we've put together the world's biggest and most **authoritative library** of open-source UX Design literature created by such noted authors as Don Norman and Clayton Christensen.



INTERACTION DESIGN
FOUNDATION

Start Learning Today:
interaction-design.org



Creative Commons BY-SA license: You are free to edit and redistribute this template, even for commercial use, as long as you give credit to the Interaction Design Foundation. Also, if you remix, transform, or build upon this template, you must distribute it under the same CC BY-SA license.

