

CUSTOMER JOURNEY MAP

A working canvas for one user, one scenario and the evidence behind the experience.

01 / SET THE LENS

USER / PERSONA

Whose experience is this?

SCENARIO

What specific situation are they facing?

GOAL & BOUNDARY

What are they trying to do? Where does it start and end?

02 / MAP THE EXPERIENCE

Use the person’s language. Attach a source when you make a claim.

JOURNEY STAGES →	01 / STAGE	02 / STAGE	03 / STAGE	04 / STAGE	05 / STAGE
ACTIONS What does the user do?					
TOUCHPOINTS Who or what do they meet?					
NEEDS & QUESTIONS What matters now?					
EVIDENCE Quotes, observations, data					
FRICTION & EMOTION Only when supported					
OPPORTUNITIES What could change?					

BELOW THE SURFACE

Expectation / Reality / Recovery

Use this optional lens on one critical moment in the journey. Trace a visible breakdown to its cause, then ask how the user can regain control.

MOMENT TO INVESTIGATE

Which stage and event are you examining?

01 / EXPECTATION

What did the user expect?

Which message, prior touchpoint or familiar pattern created that expectation?

02 / REALITY

What actually happened?

Separate the observed moment from your hypothesis about its underlying cause.

03 / RECOVERY

Can they get back on track?

Look for status, a clear alternative, or a person who owns the repair.

HIDDEN DEPENDENCY

Which handoff, rule or constraint might produce this gap?

COST TO THE USER

Time, effort, trust or loss of control - what does this moment demand?

EVIDENCE STATUS

Observed / reported / inferred - what supports the claim?

OWNERSHIP

Who can investigate or repair it? Who must be involved?

DECISION / NEXT TEST

What will you change or investigate, and how will you know whether it helped?