

# Customer Experience Map:

Description:

Experience Trigger →



Customer Type

Activity/Interactions

DISCOVER

INVESTIGATE

PREPARE

APPLY

WAIT

USE

POINTS OF PAIN  
BARRIER TO EXPERIENCE

Emotion/Intensity

Touchpoints

### Map Key

- Service Elements**
- P** Point of Pain (*doesn't work*)
  - D** Point of Delight (*works well*)
  - O** Opportunity

- Time**
- ⌚ Time Spent (*positive*)
  - ⌚ Time Taken (*negative*)




POINTS OF DELIGHT  
OPPORTUNITY TO SUPPORT  
EXPERIENCE