

Customer Journey Mapping Interview Template

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- **Date:** [Insert Date]
- **Interviewer:** [Insert Name]
- **Interviewee:** [Insert Name]
- **Product/Service:** [Insert Product/Service Name]

Introduction Section:

- Welcome and Introductions
- Brief overview of the customer journey mapping process
- Explanation of the interview's focus on understanding the user's journey

Main Questions:

- Can you walk me through your first experience with [Product/Service]?
- What motivated you to start using [Product/Service]?
- What were the key touchpoints during your use of [Product/Service]?
- Were there any specific challenges or obstacles you faced along the way?
- What aspects of your journey with [Product/Service] did you find most satisfying?

Follow-Up Questions:

- How did your perception of [Product/Service] change over time?
- Can you describe a moment when [Product/Service] exceeded or fell short of your expectations?

Closing Remarks:

- Summary of the user's journey and key touchpoints discussed
- Thank the interviewee for sharing their experience
- Outline any next steps or follow-up actions

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