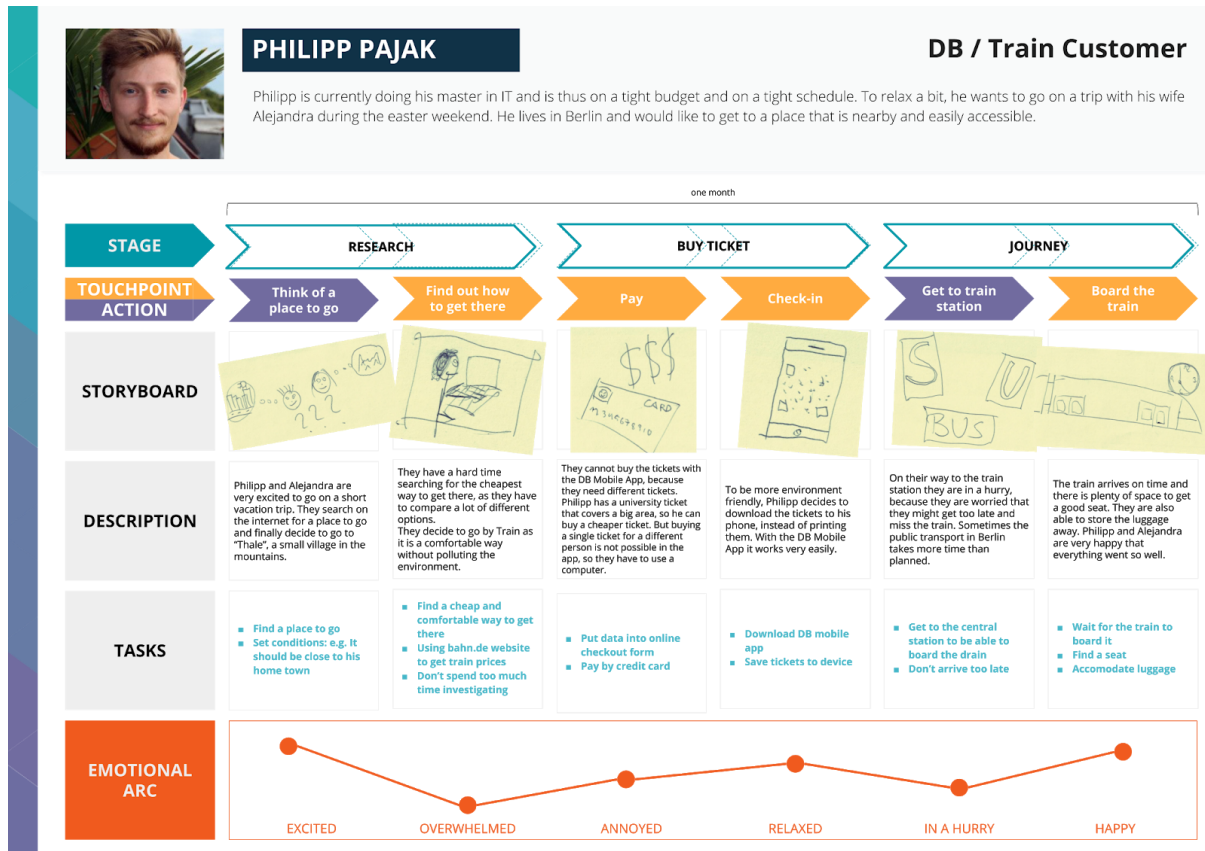


CUSTOMER JOURNEY MAP

Foster Product Understanding and Empathy for the End User



PREREQUISITES

- Diverse team of 3-5 people
- Post-Its, pens, tape, coffee, ...
- Knowledge about a project
- Customer and end user contact is very useful
- At least one Character Profile
- *Optional* to get started: Customer Journey Map template

TIME

2-4 hours

WHAT

A Customer Journey Map basically describes the journey that your customer takes in order to consume your product or service on a **timeline**. You define all the steps that the customer takes - even the ones that do not have direct touchpoints with you. E.g. the journey could start by having a need, over finding a product that would fulfill this need and ending up in consuming your product or service and finally recommending it. The gathered data is then **visualized** and propagated by **storytelling**.

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WHY

The Customer Journey Map can show you the experiences of the customer with the **point of view** of the customer. Additionally it allows you to connect this customer perspective with all the touchpoints that exist with your product and service. It can be used to find gaps in customer experience and explore potential solutions, too. For internal communication it can be used to visualize data about the entire customer experience and foster product understanding within the whole team.

HOW TO

There is more than one correct way of creating a Customer Journey Map - it is a creative and complex process and as such creating it will be always different. Still one can be guided through it by taking the following actions.

RESEARCH Choose a Character Profile as a basis that will represent the persona whose journey you would like to explore. Identify the needs, pains and goals in the whole life-cycle and validate your assumptions by conducting interviews or doing internet research on social media and search engines.

STAGES AND TOUCHPOINTS Identify **stages** as groupings of touchpoints and other actions that your customer would take. A stage could be for example "planning" or "sharing". For each stage start with the main **touchpoint** and try to refine it by adding steps before and after. A touchpoint is anything that connects your service and your customer: advertisement, an e-mail, your product, etc. Sometimes you also have to add **actions** that are not directly associated with your service.

COMPLETE STEPS Make sure that you have included all necessary touchpoints - feel free to break up or merge touchpoints and actions, so that you have a consistent and detailed experience. Always keep in mind to take the **point of view** of the customer and don't force any established processes of your service.

JOURNEY Add life to your map, by adding a **storyboard** to each touchpoint or action. A storyboard is a visual representation of your step by using sketches, photos or any other material available. A short **description** should make clear what is happening during that step and additionally **tasks or goals** can be listed.

As a last step an **emotional journey** graph is used to represent the mood of our persona. For each touchpoint estimate the emotions of the customer and give it a grade from 1 to 10 - a higher number means the customer felt better. Additionally write down a word that would describe that emotion and finally connect all emotional journey grades throughout all steps to create a graph.

As with Design Thinking in general, this is an iterative process and you can obviously jump from step to step forth and back. Feel free to use the attached template or use any other type of presentation if you feel like it.

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EXAMPLE

Please see the attached Customer Journey Map. It describes a customer experience from the point of view of a customer. Depending on the scope of the customer journey map to be made, the grade of detail can be adjusted compared to the example.