



# Customer Journey Map

# Contents



I. Introduction

II. Instructions

I. Create Actor

II. Scenarios & Expectations

III. Touchpoints

IV. Prioritize & Update

III. Limitations

IV. Links

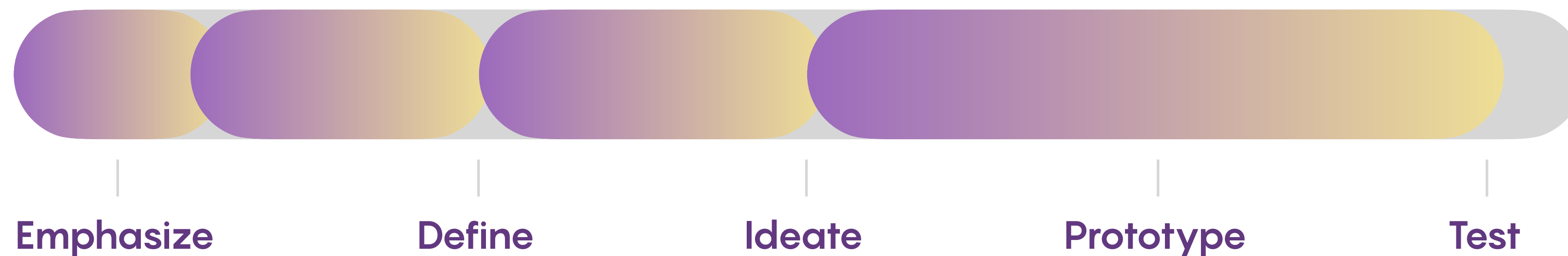
V. Contact

# Introduction

CJM (Customer Journey Map) is designed to recognize and highlight the steps your customers or consumers are taking to connect with your business, whether it is a product, an online experience, a retail experience, a service, or some combination.

Find about what motivates the customers and/or users - what their desires, questions and issues are.

## Design Phases



# Instructions



Journey mapping begins in its most simple form by gathering a number of user activities in a timeline. Which is then defined by user ideas and emotions to create a plot / narrative. This narrative is simplified and polished, leading directly to visualization. There are 5 key elements of journey maps:

- Actor
- Scenarios and Expectations
- Touchpoints
- Research
- Final: Find Issues and Resolution

# Instructions

## Create Actor: Define Personas



First, we should create a persona; this will be the persona that uses your product, starting for the journey. The user personas defined during a product discovery session serve as the basis for a customer travel map. User people are also sometimes referred to as actors throughout this process. Provide one view point per map to build a strong, clear narrative, since different views would result in different journeys.

### Conduct A Research?

YES! Effective user personas begin with research about the users. The only way to accurately understand the people who interact with the product is through user research. The people's interviews and observational studies in ways in which they use or interact with the product can show various behaviors, attitudes and emotions. The insights of user research are absolutely necessary to ensure that the design direction of the product is relevant to users.

# Instructions

## Scenarios & Expectations



Once you've defined your persona, you must identify the stages of the customer's journey. What process does it take to start from consideration all the way through buying your product or services?

Based on the persona, determine the expectations, scenarios and stages that your customer experiences with you over time.

# Instructions

## Touchpoints



A "touchpoint" means when a customer comes into contact with your brand — before, after or during your purchase.

You'll want to take into account all potential contact points that occur between your customers and your organization. That way, you're not going to miss any opportunity to listen to your customers and make improvements that will keep them happy.

"But first, we should know how to identify the touchpoints. This task can be made easier by putting yourself in your customer's or user's shoes and walking yourself through their journey step-by-step. Then ask yourself the following:

- "Where do I go (and how do I get there) when..."
- I have a [problem that your product/company solves]?
- I discover the product or business that solves my problem?
- I make my decision for the purchase?
- I encounter the business again after the purchase?

# Instructions

## Prioritise, Update: Fix the Issues and Revolve



**“What needs to be corrected or built up? Is it necessary to break everything down and start from scratch? Or are a few simple changes all that's needed to make a big impact?”**

These questions should be asked in order to improve and adapt.

After you have identified these roadblocks, take a step back and look at the big picture from a macro perspective. Recognize that the ultimate goal is not to optimize each step or touchpoint just for the sake of optimizing it, but to push your customers down the enclosure and bring them one step closer to conversion.



# Limitations



- ▶ Successfully done, it reveals opportunities for addressing the pain points of customers, alleviating fragmentation and ultimately creating a better experience for your users.
- ▶ The customer journey map should not be left to collect dust on the shelf. Because your customers are constantly changing and evolving. Consider this a living document that will continue to grow and develop.
- ▶ If possible, test, update and improve your customer travel map regularly. In addition, customer journey maps should also be adjusted accordingly whenever you make significant changes to your product / service.
- ▶ There are some tools that help you create, edit and update a customer journey map.
- ▶ Unless employees or team members are properly briefed on customer journey mapping, there is a danger that CJM may be viewed as more of a workshop exercise than a practical tool (Davey, 2020).
- ▶ While taking on-board the opinions of your employees is a good starting point for customer journey mapping, you must validate these internal views by speaking with the customers themselves.

# Links

Davey, N. (2020, July 16). Seven reasons why customer journey mapping goes wrong. Retrieved August 24, 2020, from <https://www.mycustomer.com/customer-experience/engagement/seven-reasons-why-customer-journey-mapping-goes-wrong>

Gibbons, S. (2018). Journey Mapping 101. Retrieved August 24, 2020, from <https://www.nngroup.com/articles/journey-mapping-101/>

Goddard, P., & Hoski, K. (2018, April 21). 5 Essential Components of Effective Customer Journey Maps. Retrieved August 24, 2020, from <https://www.tandemseven.com/journey-mapping/5-essentials-for-customer-journey-maps/>

Kaplan, K. (2016). When and How to Create Customer Journey Maps. Retrieved August 24, 2020, from <https://www.nngroup.com/articles/customer-journey-mapping/>

Ross, L. (2020, May 14). Customer Journey Mapping — Six Steps to Creating The Complete... Retrieved August 24, 2020, from <https://www.invespcro.com/blog/customer-journey-maps/>

What is Customer Journey Map? (2020). Retrieved August 24, 2020, from <https://www.visual-paradigm.com/guide/customer-experience/what-is-customer-journey-mapping/>



# Contact

[usability-siegen.de](https://usability-siegen.de)

[fablab-siegen.de](https://fablab-siegen.de)