# **Customer Journey Mapping**

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### WHAT IS IT?

A customer journey map is a visual representation of the path to achieve a goal, from an individual's perspective. Journey mapping combines storytelling with visualisation, a powerful duo that can help stakeholders better understand the problems users face when trying to accomplish a goal. Most importantly the map allows product teams to consider interactions from a customer's perspective rather than the traditional inside-out approach.

The journey mapped is based on user research; consequently, no two journeys are the same. Each map will present user expectations, how they feel at various stages in the journey, the issues contributing to the emotional response, and importantly for product owners, these insights can inform where there are opportunities to improve the experience.

# WHY DO YOU NEED IT?

- To evolve product development thinking from an inside-out to an outside-in approach. Rather than being driven
  by internal processes, the mapping reveals real experiences that product owners and stakeholders may know
  very little about.
- Sharing is caring for all. Journey mapping creates a vision of the end-to-end customer journey. To successfully improve the journey, teams that may ordinarily be isolated now have a common ground and understanding of where they impact on the customer experience.
- To identify areas of neglect. A major failing in the experience could be due to the fact that no one in the organisation is managing or responding at a particular stage/touchpoint.
- Potentially for the interpretation of quantitative data, what in the customer journey is leading to lost sales or non-use of a feature?

# WHEN DO YOU NEED IT?

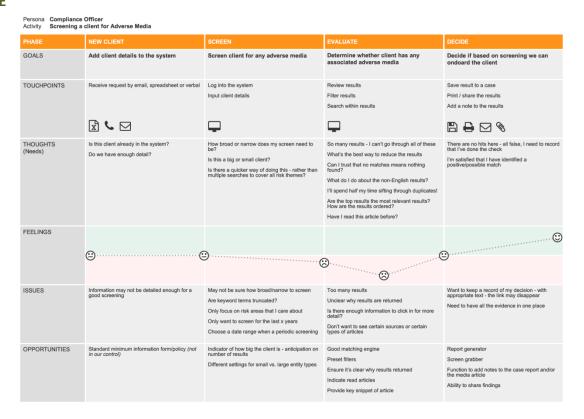
- Customer journey mapping can be used in two ways: mapping the current situation or for presenting a future vision. In both cases, as is common with discovery research; the process should take place ahead of any design.
- When you have established what the business goal is and who will be experiencing the journey, you are ready to embark on the mapping.

# **HOW DO YOU DO IT?**

- Each customer journey map requires the following:
  - Persona the user type you are attempting to understand the needs and goals for, and based on which
    you can also convey how they feel, what they are thinking, where they experience frustration.
  - Scenario and Goals combined with the persona, this provides the 'lens' for the journey.
  - Touchpoints and Channels the user interactions and the services engaged.
  - Thoughts and Feelings what are the user's expectations and how do they feel about a particular point
    in the journey.
  - o **Issues** what are some of the problems faced during the journey?

- Opportunities by fleshing out the inputs at each stage in the journey and some of the underlying issues
  to any frustration experienced, this last section seeks to look for opportunities that your product or
  service can address to improve the overall customer experience.
- It is common to initially collaborate on the journey mapping with different functions within the product team (including owners, marketing, sales, support and technical), basing the journey inputs on observed and analytical evidence as well as assumptions or existing research. This is okay as a starting point, but must be validated through research with real users.
- The research can come in multiple forms, typically customer interviews provide the rich qualitative data you seek to validate and fill in any gaps in the journey. Additionally, surveys, customer support logs and web analytics can also help inform the journey detail.
- Typically, in a workshop setting the journey is mapped collaboratively using sticky notes.
  - 1. First map the journey as a step-by-step experience.
  - 2. Add in the main touchpoints per step.
  - 3. Based on the step and the touchpoint, add in thoughts and feelings, highlighting any frustration issues.
  - 4. The mapping is rounded off with a 'brainstorming' section of what opportunities could the product capitalise on to improve the customer experience.
- It's important to keep the journey mapping a collaborative experience, simply creating and presenting the map as a 'done-deal' is unlikely to garner serious engagement from stakeholders. Be sure to bring it up in meetings, to keep it at the front of team member's minds, pin it to the wall, reference it in the same way you'd talk about personas.

#### **EXAMPLE**



# **REFERENCES**

https://www.nngroup.com/articles/customer-journey-mapping/ https://uxmastery.com/how-to-create-a-customer-journey-map/ http://designingcx.com/cx-journey-mapping-toolkit/