Customer Journey Maps

144 examples and templates. Collected by:

USER INTERVIEWS

CONTENTS

EMPATHY MAPS

USER INTERVIEWS
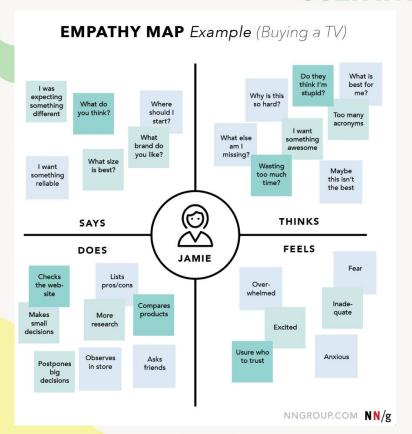
How to use this deck
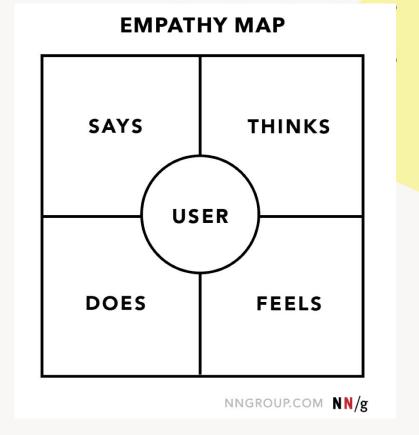
Customer journey mapping takes a lot of time, effort, and collaboration. Using a ready-made template, or adapting an inspiring example to fit your needs, makes things *so* much easier. We scoured the internet to put together this collection of over 140 CJM examples and templates for you to use.

Click the links on each slide to see the full-sized image or download a template (when available). Want to see more slides at once? View this deck in **gridview (⊞)** for faster browsing.

A handy guide to the emojis you'll see:

- 📄 =   Printable template (PDF or other)
- 💻 =   Editable template (online or software)
- 💳 =   This template or the required software costs money
- 💡 =   This example is inspiring, but does not have an editable version

USER INTERVIEWS

EMPATHY MAP *Example (Buying a TV)*

SAYS
- I was expecting something different
- What do you think?
- Where should I start?
- What brand do you like?
- I want something reliable
- What size is best?

THINKS
- Why is this so hard?
- Do they think I'm stupid?
- What is best for me?
- Too many acronyms
- What else am I missing?
- I want something awesome
- Wasting too much time?
- Maybe this isn't the best

JAMIE

DOES
- Checks the web-site
- Lists pros/cons
- Makes small decisions
- More research
- Compares products
- Postpones big decisions
- Observes in store
- Asks friends

FEELS
- Fear
- Over-whelmed
- Inade-quate
- Excited
- Anxious
- Usure who to trust

NNGROUP.COM NN/g

EMPATHY MAP

SAYS	THINKS
USER	
DOES	FEELS

NNGROUP.COM NN/g

📄 Nielsen Norman Group

USER INTERVIEWS

EMPATHY MAPPING

Thinking & Feeling
What is your customer thinking & feeling - they could be "uncertain about outcomes" or "value the success of the company".

Hear
What does your customer want to hear? Good reviews.../co-worker opinions.

See
They want to see problem-solving and continuous learning.

Gains
What does your customer want to gain? They may want ROI improvements or competitive advantages.

Pains
What could be a hinderance? E.g; slow implementation/ inneficieny.

Say & Do
Seek approval from boss/co-workers/ share experiences.

💡 Online Marketing Scoops

USER INTERVIEWS

Think & Feel

User's goals, thoughts, hopes, fears, concerns and aspirations

See

What users see around themselves? What solutions they have already seen?

Hear

What users hear about similar products? What sounds surround them?

Pains

Challenges & obstacles in their flow. Negative emotions.

Gains

What users hope to achieve? Positive outcomes.

💡 UX Hints

USER INTERVIEWS

Says	Thinks	Jobs
	User	Pains
Does	Feels	Gains

📄 Template | Workshop Tactics

USER INTERVIEWS

Professional Information

Worries and Fears

Hopes and Dreams

Online Behavior

What Influences Her?

What She's Looking For?

How to Make Her Life Easier

Background

Age:

Marital Status:

Children:

Location:

Income:

Education

💻 Editable template | Creately

USER INTERVIEWS

💡 Biggerplate

USER INTERVIEWS

💡 Charles Leon

USER INTERVIEWS

Empathy Map

Description

Date

Version

Overall goal

What is the main goal and task to accomplish the desire outcome

Feelings

Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

Impatient: pages load too slowly
Confused: too many contradictory prices
Worried: they are doing something wrong

Thinks

Says

Influences

What are the influences and influencers.
What does S/he hear or see..

What does the user see and hear.

Sees

Hears

Pain points

What are their fears, frustrations..

Tasks

the actions the user takes.
From the research (or not..), what does the user physically do? How does the user go about doing it?

Refreshes page several times.
Shops around to compare prices.

What do they need to do?
What have we observed and how do they behave today

💻 🟨 Axure template | Haloux

USER INTERVIEWS

Empathy Map Canvas

Designed for:	Designed by:	Date:	Version:

① WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

② What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

⑦ What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

③ What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

⑥ What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

④ What do they SAY?
What have we heard them say?
What can we imagine them saying?

⑤ What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/

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💡 David Gray

USER INTERVIEWS

STUDIO/E EMPATHY MAP

1 DESIRE:

IDEA:

BEFORE FEELINGS:

AFTER FEELINGS:

3

5

NEEDS:

SOLUTIONS:

PERSON:

AGE:

DESCRIPTION OF USER:

4

TASKS:

2

6

📄 PDF template |

USER INTERVIEWS

EXPERIENCE MAP *Example (Pregnancy)*

TRIMESTER	1ST	2ND	3RD
ANXIETY LEVELS + **COMMON TESTS**	Positive Pregnancy Tests Urine analysis - - - - - → Maternal Serum Chorionic Villus Sampling	Fetal Development and Gender Detemination - - - - - → Fetal Heartbeat Monitoring - - - → Alpha-fetoprotein screening, hCG, estirol, inhibin Glucose Tolerance Tests - - - - - → 3D Ultrasound - - - - - → Fetal Non-Stress Tests	
SHARING	Partner Close Friends/Family	Other Friends/Work	Obvious in Public
PLANNING	Name Generation	Maternity Leave Plans Nursery and Supplies Prep	Birthing Classes Baby Shower + Hospital Bag
PHYSICAL EXPERIENCE Energy - - - - Weight —— Discomfort			

💡 Nielsen Norman Group
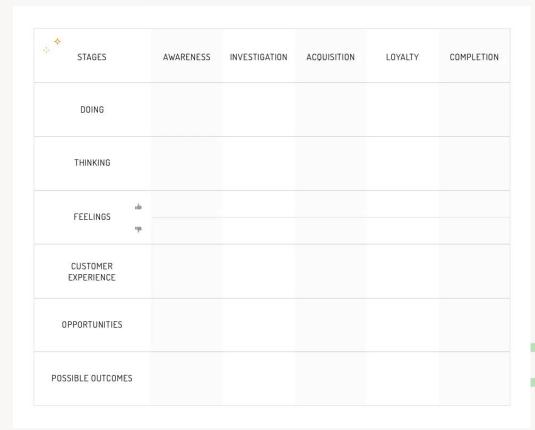
CURRENT + FUTURE STATE MAPS

USER INTERVIEWS

N N/g CUSTOMER JOURNEY MAP TEMPLATE

PERSONA	SCENARIO		USER EXPECTATIONS	

PHASE 1	PHASE 2	PHASE 3	PHASE 4
DOING			
THINKING			
SAYING			

INSIGHTS	INTERNAL OWNERSHIP

📄 PDF template | Nielsen Norman Group

USER INTERVIEWS

	DISCOVERY	RESEARCH	PURCHASE	DELIVERY	AFTER SALES
ACTIONS					
TOUCHPOINTS					
EMOTIONS					
PAIN POINTS					
OPPORTUNITIES					

📄 Template | Copper

USER INTERVIEWS

STAGES	AWARENESS	INVESTIGATION	ACQUISITION	LOYALTY	COMPLETION
DOING					
THINKING					
FEELINGS					
CUSTOMER EXPERIENCE					
OPPORTUNITIES					
POSSIBLE OUTCOMES					

📄 Template | <u>Aerolab</u>

USER INTERVIEWS

Phases			
User Task and Activities			
Emotions			
Paintpoints			
Opportunities			
Touchpoints			

📄 PDF template | Stephanie Walter

USER INTERVIEWS
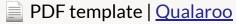
Phases	...	...	...	...	...	...
User tasks and activities	• Action	• Action	• Action	• Action	• Action	• Action
Painpoints	• Painpoint	• Painpoint	• Painpoint	• Painpoint	• Painpoint	• Painpoint
Opportunities	• Opportunity	• Opportunity	• Opportunity	• Opportunity	• Opportunity	• Opportunity
Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint

💻 Miro template | Stephanie Walter

USER INTERVIEWS

	BIO	GOALS	CHALLENGES	ATTRIBUTES OF PERSONA

PERSONA

	-1	0	1
	-1	0	1
	-1	0	1

Event

Touchpoint

**Feelings
and emotions**

Moment of truth

Opportunities

Metrics

USER INTERVIEWS
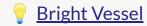
CURRENT STATE TEMPLATE

	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
CUSTOMER THOUGHTS & FEELINGS					
CUSTOMER ACTIONS					
CUSTOMER TOUCHPOINTS					
PROPOSED CHANGES					

📄 PDF template | <u>Bright Vessel</u>

USER INTERVIEWS

	RESEARCH	COMPARISON	WORKSHOP	QUOTE	SIGN-OFF
TYPICAL QUESTIONS	How do I make an app? What platform should I use? How much does it cost? How do I protect my ideas?	What should I look for in an app developer? Cost vs quality? Who have they worked with before? What are their capabilities?	How do I know the app will be successful? Who will be the product owner/decision maker?	How does this compare? What other business opportunities do I have? Do I really want to take this leap? How will I fund this?	What else do I need to do to set up the business? When will I get my finished product?
EMOTIONS/ FEELINGS	Curious. Protective. Enthusiastic. Keen to rush in.	Discretionary. Subjective. Unsure. Weighing up pros and cons - usually focused around time, money and quality.	Eager. Inspired. Has a new comprehension of the workload required.	Revisioning prior ideas or options. Justifying their decisions with business partners or family. Validating internally that it is the right move to make.	Optimistic. Nervous/anxious. Keen to see results ASAP.
WE NEED TO...	Be present, ensure that we are found. Give confidence in us as a company and give them reason to contact us.	Explain the process of app development, best practices and show our past success stories. Be open, honest.	Get them to really understand what is involved - that nothing is an overnight success. Establish that we will be there to guide them through the process.	Display why we are the best team for the job and justify our pricing with substantiated information. Welcome questions.	Set clear expectations. Keep them informed with relevant information. Communicate frequently. Ask for feedback on how we're doing to ensure everyone is happy and on the same page.

💡 <u>Bright Vessel</u>

USER INTERVIEWS

Customer Journey: Buyer's Journey	Awareness Stage	Consideration Stage	Decision Stage
What is the customer thinking or feeling?			
What is the customer's action?			
What or where is the buyer researching?			
How will we move the buyer along his or her journey with us in mind?			

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USER INTERVIEWS

Customer Journey: Future State	Step 1	Step 2	Step 3	Step 4	Step 5
What is the customer thinking or feeling?					
What is the customer's action?					
What is the customer's touchpoint with the business?					
How does the above section differ than the current or previous state?					
Why do we feel this will alter the customer journey?					

📄 PDF template | HubSpot

USER INTERVIEWS

Customer Journey: Current State	Step 1	Step 2	Step 3	Step 4	Step 5
What is the customer thinking or feeling?					
What is the customer's action?					
What is the customer's touchpoint with the business?					
What do we want to change about this step?					
How and/or why will we make this change?					

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USER INTERVIEWS

Customer Journey Map
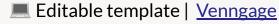
On the example of choosing a cable/digital television provider

UX hints.com

	STAGES				
STAGES	Awareness >	Consideration >	Acquisition >	Service >	Loyalty
STEPS	Wants to find a TV provider	Needs to choose a provider	Subscribes to a plan	Uses the service	Extends service subscription
THINKING	- Who's on the market?	- Who is the best provider? - What are the prices? - What people prefer? - What are the offerings? - What are the features?	- Is there a discount? - Is there a trial? - How to pay? - How to cancel the membership?	- How good is the quality? - How good is support? - How to connect a new device?	- Is there going to be more content? - Is there going to be new features? - Will the price change?
DOING	Wants to start researching	- Goes to the website - Searches the web for feedback - Compares prices - Compares features	- Makes decision - Pays for subscription - Starts trial - Installs the equipment/ software	- Uses the service - Builds playlists, favourites, bookmarks - Connects new devices	- Extends subscription - Recommends the service - Joins the community (forum, slack channels, etc)
FEELING	🙂	🤔	😐	😌	😃
PAIN POINTS	- Is not aware of all products - Doesn't know what to choose - Doubts the value of the product	- Doesn't know where to start - Doesn't want to spend a lot of time on research	- Can't pay by BitCoin - The payment process is unclear	- Hard to build playlists - Hard to find content - Not enough content - Buffering issues	- No discounts - Not enough other incentives
OPPORTUNITIES	- Empower word of mouth - Extend marketing channels	- Create positive image of the product - Contextual promo - Decrease frictions for trial opportunities	- Improve payment UX - Support more payments systems	- Improve playlists UX - Provide better streaming quality - Increase content discoverability	- Create loyalty programs - Turn users into advocates - Offer partner programmes - Improve discounts model

💡 UX Hints

CUSTOMER JOURNEY MAP

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Research 🔍	Evaluate 🖥️	Comparison	Buying Decisions	Customer Retention 📢
How are your potential clients finding you? Do they have any medium except your social media channels?	Why should the potential clients/prospects choose your application?	How do they know that your product is better than your competitors? Can they use your application before spending the money?	Are they eligible for a free trial before they make the payment?	How will the customers get support on their queries, regarding your application sign-up and usage?

Opportunities/Goals

Find out a solution for all your clients	Evaluate and research, whether the solution is feasible or not	Decide if your app is worth the price	In case of a free trial, offer them all the features that you set you apart from your competitors	Make sure you have proper customer service options such as LiveChat when needed
		If not, offer them a free trial		

Physical/ Digital Touchpoints

Website/ Promotional Emails/ Google Ads	Pricing details/ Feature page/ Testimonials	Availability of free trials/ Easy account creation process	Seamless navigation across important features	FAQs/ Help pages/ Live chat

USER INTERVIEWS

DAPPER

CUSTOMER JOURNEY

	RESEARCH	COMPARISON	WORKSHOP	QUOTE	SIGN-OFF
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💡 HubSpot

USER INTERVIEWS

	Awareness	Consideration	Acquisition	Service	Retention
Customer Goals					
Customer Actions					
Touchpoints & Channels					
Customer Thoughts/ Emotions					
Paint Points					
Opportunities to Improve					

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USER INTERVIEWS

Custellence

Customer Journey Map for Ideation Template - From Template

	Before	During	After
Customer phases			

| Customer Journey | | | | Tip: Start here, then work your way to the left and right | | | | | |

| Customer Needs | | | | | | | | | |

Emotional Curve

Potential Opportunities

Idea 1

Idea 2

Idea 3

💻 📄 Editable (or printable) template | Custellence

USER INTERVIEWS

ProductPlan

Customer Journey Map | First Time User Experience

Phases: Research → Sign Up → Learn → Build your first Roadmap → Subscribe

Actions

Visit Website	Register	Get Started	Roadmap	Planning Board	Parking Lot	Purchase

Customer Facing Interactions

Visit Website	Register	Get Started	Roadmap	Planning Board	Parking Lot	Purchase
Features	Company & Account Info	Product Tour	Add/Edit Bars & Containers	Configure Cost/Benefit	Add Items	Choose Plan & # of Editors
Pricing	Google Authentication	Intercom Chat	Add Lanes	Set Column Weights	Import Spreadsheet	Enter Billing Info
Testimonials	Welcome Message	Sample Roadmaps	Customize Legend	Select Items to Score	Drag Items to Roadmap	Payment Confirmation
Learn	Welcome Email	Free Webinar	Set Dates & Timeline Style	Rank Items		
Blog		Video Tutorials	Add Milestones			
Support		Help / FAQs				

Pain Points, Obstacles & Objections

Visit Website	Register	Get Started	Roadmap	Planning Board	Parking Lot	Purchase
Difficult to tell how different products in the space compare	I want to invite my team to help me review this for the organization	Can't bring the tour back after ending it	Its unclear how much there is to learn.	This method of scoring items is different than my typical process.	I need a quick and easy way to get my data into the Parking Lot	Not enough time to evaluate, expires before I know it
Don't know if its right for them until they try it	Do I have to give you my credit card?	Unclear next steps after signing up	I dont' want to have to dig around in Help to figure out how to do 'x'	I dont' want to have to dig around in Help to figure out how to do 'x'		Its not clear how many days are left in the free trial
Some of this information is generic and not specific to my industry	I still have some questions to answer	I want to start by importing my data	I need a quick and easy way to get my data into the Roadmap			
What exactly do I get with the Enterprise plan?		Not enough sample templates are provided at the outset				

Insights & Opportunities

Visit Website	Register	Get Started	Roadmap	Planning Board	Parking Lot	Purchase
More targeted landing pages	Include top FAQs on sign up page	New Welcome Screen	Embedded Hotspots: Add contextual info for some areas	Embedded Hotspots: Add contextual info for some areas	Embedded Hotspots: Add contextual info for some areas	Big Subscribe button w/ # days remaining
Updated features page graphics	Ask for more info about users during sign up to better tailor their FTUE	Major upgrade and Improved Tour	Embedded video tutorials	Embedded video tutorials	Embedded video tutorials	
Interactive marketing widget	Team Trials: Invite your team (from the sign up or during trial)	First Roadmap: Start on Roadmaps Page	Gamification - progress on trial (progress bar)	Gamification - progress on trial (progress bar)	Gamification - progress on trial (progress bar)	
Sign up directly from sample roadmap page		First Roadmap: Add Example Roadmaps to Roadmaps page			Import JIRA Issues into Parking Lot	
Enterprise one-page PDF		First Roadmap: Ask user how they'd like to start (New roadmap vs. example vs Import)				
		Include a 'Request Demo' button in UI				

💡 ProductPlan

USER INTERVIEWS

WEALTHY WELLWISHER - BECOMING A REGULAR GIVER VIA DIRECT DEBIT

Steps	1	2	3	4	5	6
	Google search for the Syria crisis	▮▮▮ Syria appeal page	A range of pages around the ▮▮▮ site	A ▮▮ blog page	▮▮ 's Donate page - regular giving option	Stephen feels he is changing the world in small steps
	Trigger Stephen heard about the worsening Syria refugee crisis on the news and wants to know more about it. He Googles "Syria crisis"	**The Story** Stephen clicks on an organic search result which leads him to the Syria appeal page	**The Story** Stephen wants to learn more about ▮▮▮ so he clicks around a range of content from an overview video on the 'What we do' page to recent data on where donations are spent	**The Story** Stephen is particularly struck by a story about an aid worker in a refugee camp helping people learn how to improve their makeshift shelters	**The Story** Having learnt about ▮▮ 's work he decides to set up a direct debit through the website. He finds the regular giving process easy and quick	**Final Goal** Stephen believes in ▮▮▮ 's work and takes opportunities to tell others "they really know what they're doing". He believes it's a charity that can empower people in crisis
Insights	• Many who follow this path actually want more information before they jump into donating • WWs are more likely to hear about global issues through traditional media rather than social	• Based on the analytics, appeal pages are a common gateway for first time and irregular supporters. We need to convert those people to long term donors	• WW believe that long-term commitment to a cause reaps best results. This means that they need to be really sure about a charity before committing, and they tend to do more research than other groups - they want to read the fine print • We can't make assumptions about the point at which they become convinced so every stage of their journey there must be a clear CTA to engage in a deeper way	• WW are more likely to support appeals that help people to take control over their own lives - than those which simply give aid • Like most other groups WW respond well to stories about real activity 'on the ground' and like to see the 'brave' worker's stories as well as those of children and families in need	• WW may be able to afford more than other groups so including larger giving amounts on both one-off and regular donation landing pages (alongside smaller ones) may appeal to their sense of global philanthropy	• Having made a sizeable ongoing commitment WWs are likely to be strong advocates for the charity and can use their sizeable influence in personal and professional circles to bring other supporters on board
Recommendations	• Optimise paid search around both major ongoing appeals and those linked to topical events	• On any major appeal page create flexible space to reflect topical or timely updates e.g. if new fighting breaks out in Aleppo be able to promote coverage of ▮▮ 's work in Aleppo and the surrounding area	• Make horizontal journeys across the website really easy through targeted cross promotion, consistent tagging/categorisation of content, clear main navigation and search • Have a CTA to donate that responds to the journey a user has been on (in this case about Syria)	• Create more stories from and about 'brave' workers on the ground, particularly where they're helping people to help themselves • Make CTAs in blog articles responsive to the journey a user has been on (asks related to what they are interested in) • Integrate stats about ▮▮ 's overall impact here	• Include a £20+ regular gift option on the donate page • Keep the donate form as simple and quick as possible and ideally embed it into the website rather than sending users away to a new URL • Use thank you pages to reinforce that they've made the right decision e.g. show a video of donation-funded	• Make follow up 'thank you' email astonishing • Keep WWs in touch with the ongoing impact their donations make - in particular to projects that help people to help themselves • Give WWs memorable stories and soundbites that encourage them to talk about ▮▮ to their peers
Emotion	☹ Concerned	😐? Curious	😐? Curious	😏 Moved	🙂 Satisfied	🙂😊 Satisfied and proud

061

💡 <u>Manifesto</u>

USER INTERVIEWS

Phases	Phase 1 *Motivation*	Phase 2 *Website Search*	Phase 3 *Clicks on the First Result*	Phase 4 *Checks the Website*	Phase 5 *Product Evaluation*	Phase 6 *Payment*
Activities Performed	Wants to purchase an item for somebody	Searches the products on various websites	Post search, customer clicks on the first ad.	Customer goes online again and clicks the first proper website	Opens a page to check product details. Checks other products for proper comparison.	Makes the payment for the preferred product.
Emotions	Happy and Excited	Happy as the customer finds numerous options	Disappointed as the first ad result came up with no results	Very happy as he goes online and finds leading gifting websites in top SERPs.	Happy! Clicks on the website and find the favorite products on sale.	First disappointed as the website only has BTC payment option. Contacts helpline and completes the transaction with the credit card mode.
Overall Experiences	Good	Good	Bad	Good	Good	Average as customers time gets wasted
Customer Expectations	Easy availability of the websites, products, and discount options	An easy to use search engine that can make the website search process easy	No advertisements in the top search results	A website with an intuitive interface	Higher quality products in the top categories	Numerous payment options and an easy checkout process

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Customer Journey Mapping Template

Customer Journey Mapping Template

| Customer | Enter Customer Profile/Persona Here | Goal: | Enter Goal Here |

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6
	Description of Stage	Description of Stage	Description of Stage	Description of Stage	Description of Stage	Description of Stage
Touchpoints	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...
	--	--	--	--	--	--
	--	--	--	--	--	--
	--	--	--	--	--	--
Thinking	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...
	--	--	--	--	--	--
	--	--	--	--	--	--
	--	--	--	--	--	--
Feeling	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...
	--	--	--	--	--	--
	--	--	--	--	--	--
	--	--	--	--	--	--
Opportunity	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...	Insert Your Text Here...
	--	--	--	--	--	--
	--	--	--	--	--	--
	--	--	--	--	--	--

slidesalad

💻 💳 PowerPoint template | SlideSalad

USER INTERVIEWS

PTERO

Customer Journey Map

LIFECYCLE STAGE	VISIT WEBSITE	REGISTER	ONBOARD	CONVERT & RETAIN

USER EXPERIENCE

| TOUCH POINTS & SCORECARD | • Site design (green)
• Messaging (yellow)
• Content (yellow) | • Call-to-action button (yellow)
• Registration form (red) | • Tool tips (red)
• Self-serve (red)
• Integrations (green)
• Documentation (yellow) | • Nurture emails (yellow)
• Payment process (green)
• Calls-to-action (green)
• Pricing & Offers (yellow) |
| CHALLENGES | • Undifferentiated messaging
• Small content supply | • Untested CTAs
• Awkward reg form design | • Lack tool tips
• Onboarding not yet intuitive
• Thin documentation | • Only have system emails
• Untested offers and pricing |

RECOMMENDATION

| METRICS | - Bounce rate
- Conversion %
- CTA button click% | - Registration % by channel | - % who integrate Mixpanel
- % who create scenario
- % who invite others | - User-to-paid conversion %
- Churn %
- Customer LTV |
| Improvement Opportunities | 1. AB test messaging
2. Home page video
3. Customer testimonials | 1. AB test CTA button
2. Test reg form (if possible) | 1. Roll out tool tips
2. Research onboarding with live testers
3. Continue support material rollout | 1. Link blog content to nurture flows
2. Test offers to inform pricing |

💡 Copper

USER INTERVIEWS

CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*

JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.
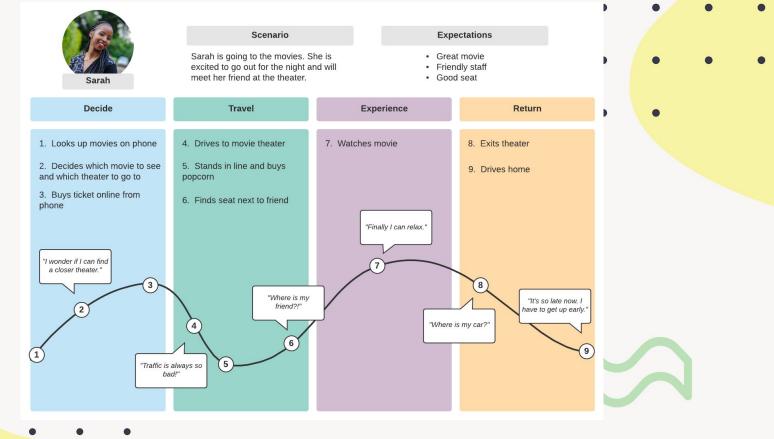
EXPECTATIONS
- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support
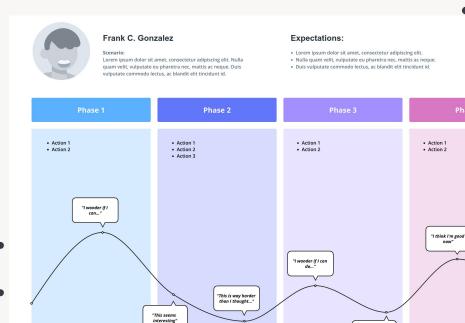
DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan	3. Watches commercial on TV 4. Researches companies and offers on consumer reports website 5. Uses current carrier website tool to compare options	6. Calls current carrier to tell them she is shopping around 7. Calls competitors to see what they can offer	8. Decides on a new plan and calls customer service to switch service

NNGROUP.COM   NN/g

💡 Nielsen Norman Group

USER INTERVIEWS

Sarah

Scenario

Sarah is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

Expectations

- Great movie
- Friendly staff
- Good seat

Decide	Travel	Experience	Return
1. Looks up movies on phone	4. Drives to movie theater	7. Watches movie	8. Exits theater
2. Decides which movie to see and which theater to go to	5. Stands in line and buys popcorn		9. Drives home
3. Buys ticket online from phone	6. Finds seat next to friend		

"I wonder if I can find a closer theater."

"Traffic is always so bad!"

"Where is my friend?!"

"Finally I can relax."

"Where is my car?"

"It's so late now. I have to get up early."

🖥 Editable template | Lucidchart

USER INTERVIEWS

Frank C. Gonzalez

Scenario:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

Expectations:
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Nulla quam velit, vulputate eu pharetra nec, mattis ac neque.
- Duis vulputate commodo lectus, ac blandit elit tincidunt id.

Phase 1	Phase 2	Phase 3	Phase 4
• Action 1 • Action 2	• Action 1 • Action 2 • Action 3	• Action 1 • Action 2	• Action 1 • Action 2

"I wonder if I can..."

"This seems interesting"

"This is way harder than I thought..."

"I wonder if I can do..."

"I'm struggling"

"I think I'm good now"

Oportunities:
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Nulla quam velit, vulputate eu pharetra nec, mattis ac neque.
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Internal Ownership + Metrics:
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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💻 Editable template| Moqups

USER INTERVIEWS

Journey map

PHASES	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5

STEPS	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10

FEELING

OPPORTUNITIES

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💻 🟨 Editable template | ConceptDraw

USER INTERVIEWS

Journey Map — John Doe — Grocery Shopping

STEPS	RECIPE NOTE-TAKING	DRIVE TO STORE	FIND PARKING	ENTER STORE	FIND ITEMS	PAY AND EXIT

EMOTIONS & THOUGHTS

- "I'm excited to cook some delicious meal for myself at home!"
- "Although writing down the stuff to buy is tedious, it's fun!"
- "The traffic is great! It's only taking me 5 minutes to get there"
- "Hmm it's tough for me to find a parking space. It's packed!"
- "Hey, I was going to take that space! He cut in front of me..."
- "The store staff who just greeted me is really nice. She always smiles at me!"
- "Okay let's do this! I'm ready to get everything without forgetting"
- "Hmm... I can't seem to find this item but there are no one around me who can help"
- "It's really hard to make a decision on what brand of item I should purchase..."
- "There's too much line at the cashier. Some people are taking too long..."

ACTIONS

RECIPE NOTE-TAKING	DRIVE TO STORE	FIND PARKING	ENTER STORE	FIND ITEMS	PAY AND EXIT
• Discover ingredients that is needed to cook the meals • Write down all the recipes and ingredients that are necessary for future meals	• Take the shortest route with least amount of time needed • Find out if the store is open • Remind oneself of the things to buy and think about the shortest route	• Look for store entrance as well as certain restrictions that are present in some parking spaces (disabled, time restriction) • Try to park as close as possible to the store entrance	• Look for a shopping cart • Take out the shopping notes and look/think about the shortest route around the store • Greeted by the store staffs	• Compare same items from different brands (nutrients, calories, expiration date etc) • Ask store staffs for items that cannot be found • Look up ratings for items	• Look for the shortest line for the cashier • Put items on the conveyer belt • Take out wallet and pay • Check the receipt for prices

KEY POINTS

RECIPE NOTE-TAKING	DRIVE TO STORE	FIND PARKING	ENTER STORE	FIND ITEMS	PAY AND EXIT
• Sometimes take physical notes or cut-out recipes from magazines but often use the mobile apps • Although the note seems perfect, almost always, there are items that are forgotten to be purchased at the store • Writing down quantity and weight for items are challenging	• Although the store visit happens quite frequently, knowing the store opening/closing hours and holiday hours by heart is not present • The time to get to the store varies by time and day • Time willing to spend inside the store could somewhat depend on the how long it takes to get to the store	• Sometimes, it's annoying because there isn't enough parking and people rush into spaces without waiting • Indication of vacant spaces are not present which makes it hard to locate a free space	• Sometimes, the shopping carts are wet, dirty and full of trash • The items written down in the notes are not generally ordered to optimally pick up items around the store • Sometimes, the store staffs are too busy, unfriendly or are not able to answer questions well	• It's tough to compare items well because it depends on so many things • Sometimes, the layout of the store is too complicated and it takes time to navigate around the store • Going from notes to finding and reading the details of the item is taking too much time	• Sometimes, people who have more than 20 items are lined up in the express lanes • Some lanes have people who bag items but some don't which takes longer to check out of the store

💻 💳 Sketch template | <u>Geunbae Lee</u>

USER INTERVIEWS

	Discovery			Research			Conversion			Post-Sale Engagement		
	Search for flights	Learn about travelling internationally	Watch our viral promo video	Look up prices for specific travel dates	Compare our rates with a competitor	Look into alternatives, like trains/buses	Get help deciding on a flight	Purchase a ticket for a flight	Add extra items, like upgraded seats	Give feedback on customer satisfaction	Read our promotional materials	Sign up for a frequent flyer program
Website (Desktop)												
Website (Mobile)												
Mobile App												
Social Media												
Phone												
In Person												
Chat Support												

Persona Key
- Theresa, 35 — Business traveler
- Jim, 63 — Recent retiree
- Kaylie, 19 — College student

Experience Key
- Positive
- Negative

💡 UserTesting

USER INTERVIEWS

STAGES	Before the conference	During the conference	After the conference

ACTIONS/ MOTIVATIONS

Find detailed information about the conference (usually through the website)

Look for friends or coworkers who are attending the same conference

Meet and chat with co-workers, friends and other old connections

Continue to meet new people nearby

Send emails or social/professional network connection invite

Look up people who are coming to the conference (i.e keynote speakers, lecturers, organizers)

Meet new people during early networking hours before the conference officially begins

Take a look at conference Twitter feed for exciting posts

Organize the information of the people met at the conference

Reunite with others who have similar interests

PROBLEMS

- Lack of information about each person attending the conference (only speaker info present)
- Tough to find friends, co-workers or other social/ professional network attending the same conference
- Booking a time to meet with people one wish to network with is tough

- Repetitive introduction to every new people met is tiresome and unproductive
- Trying to remember other people's names and the companies that they work for gets harder and harder
- It's hard to leave in the middle of the conversation to find others who are more interesting

- Too many business cards to organize (hardly remember the faces & conversations one had with the other person)
- Tough to remember the full names so that one can add them on social/professional network
- The other person cannot remember one and it's even harder to help them remind of who one is

OPPORTUNITIES

- Collect and provide basic information about everyone that is attending the conference so that they can try to talk to others online beforehand
- Notify or let one know of people that they are already connected with in various social/ professional network if attending the same conference in near future

- Ability to find people of interest would help people to have a more efficient networking hour
- Having a more structured meeting session would help in introverts to have more chances to meet new people

- Quick and easy storage of information for each of the people met at the conference which will help both parties to remember who the other person was
- More optimal way to add other people on social/ professional network (perhaps filtering out the people who were present at the conference)

💻 🟨 Sketch template | Geunbae Lee

USER INTERVIEWS

Customer Journey Map Template

Persona

Scenario
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Goals & Expectations
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Step 1	Step 2	...	Final Step
Customer goals • Goal 1 • Goal 2	**Customer goals** • Goal 1 • Goal 2		**Customer goals** • Goal 1 • Goal 2
Customer thoughts and emotions Lorem ipsum dolor sit amet, consectet adipiscing elit.	**Customer thoughts and emotions** Lorem ipsum dolor sit amet, consectet adipiscing elit.		**Customer thoughts and emotions** Lorem ipsum dolor sit amet, consectet adipiscing elit.
Opportunities & ideas to improve • Opportunity 1 • Idea 1	**Opportunities & ideas to improve** • Opportunity 1 • Idea 1		**Opportunities & ideas to improve** • Opportunity 1 • Idea 1
Internal ownership • Team member 1 • Team member 2	**Internal ownership** • Team member 1 • Team member 2		**Internal ownership** • Team member 1 • Team member 2

📄 PDF template | The Interaction Design Foundation

USER INTERVIEWS

ZONE A — The Lens

SCENARIO

GOALS AND EXPECTATIONS

ZONE B — The Experience

OPPORTUNITIES

INTERNAL OWNERSHIP

ZONE C — The Insights

NNgroup.com

💡 Nielsen Norman Group

USER INTERVIEWS

Persona	Scenario
Joe, 32, graphic designer	Joe works on his computer all day, and he needs comfortable and noise-canceling headphones to be able to listen to music, podcasts, etc. and focus on his work.

Awareness	Consideration	Purchase	Onboarding	Advocacy

User actions

Asks friends and co-workers	Browses e-commerce website	Selects product	Uses debit card; credit card not accepted	Tries headphones	Recommends headphones to friends
Searches "best headphones" online and clicks on ad	Compares several different models	Inputs payment information to check out	Chooses shipping option	Decides to keep them	Gives low rating online based on checkout experience

Touchpoints

Banner ad	Landing page / Search bar	Cart confirmation	Payment page		Customer review page
	E-commerce site / Category page	Login/sign-up page	Error message		
	Navigation links / Product pages	Checkout page	Shipping page		
			Order confirmation		

Emotions

Pain points

	Too many steps to get to desired product; confusing or boring web layout		Checkout page doesn't support all credit cards		No follow-up about product satisfaction

Possible solutions

	Build more effective landing page based on banner ad for specific product searches; build clearer navigation links and category pages		Clarify checkout page to show accepted payment options, or work to support more payment methods		Send out a CTA to review product, and send customer experience survey to better understand user pain points

💻 Editable template | Lucidchart

USER INTERVIEWS

Customer Journey Map for Osteria D'Angelo

Stages	Awareness	Research	Making a reservation	Dining in	Writing a review	Coming back
Digital channels	TripAdvisor, Facebook ad, Google search, Asking on Facebook		Making online reservation	Looking up the address, Checking in/tagging	Reviewing on TripAdvisor	Facebook/Instagram posts
Physical channels	Hotel pamphlet	Speaking with concierge	Concierge calling the place	Using the map from pamphlet		Word-of-mouth recommendation
Customer needs	Get ideas about things to do in Rome	Find the most authentic place to eat	Book a table	Have a great dining experience	Express their opinion	Re-live the experience
Feeling	*Excited. *Has already paid for the trip through the nose - so looking to save on restaurants. *Is willing to pay for an authentic Italian experience, though.	*Invigorated by the research. *A bit overwhelmed by the options. *Feeling anxious that he might pick a "touristy" place. *Concerned about the price.	*Stressed out because he's never booked a table in Italy before. *Concerned about the language barrier. *The English-speaking Italian manager is a bit hard to understand.	*Looking forward to the experience. *High expectations, considering the ravishing reviews. *Some trouble following the directions, because of the chaotic organization of streets.	*Feeling proud of having had an unusual dinner in Italy with real Italian pizza and wine. *Picky about the pictures to post; the dim lighting in the restaurant doesn't help.	*Willing to come back if anything new is added to the menu next time he's in Italy. *Otherwise might go to a new place.
Most important content	*TripAdvisor listing. *Mentions in local travel guides and hotel pamphlets. *Targeted ads on the Internet.	*An English-language website. *Copy that stressed the restaurant's authenticity. *Better reviews than the competition.	*English-speaking manager. *Alternative means of contact - Skype, Whatsapp, etc. *Online reservations.	*The mobile site has address prominently displayed. *English-speaking staff and English-language menu w/images. *Authentic Italian ambiance.	*You ask for a TripAdvisor review in the check. *You advertise your Instagram page everywhere.	*News posted on Instagram and Facebook. *Discounts for return visitors who have reviewed your place.

- Touchpoint
- Moment of truth/critical interaction

objectstyle

💡 **ObjectStyle**

USER INTERVIEWS

Romantic date in the theater

Jack

Scenario:
Jack plans his romantic date in the theater. He was looking for a sexy and sophisticated night out, to dress his best suit, to be the best version of himself. He's looking for performance that would satisfy his idea of fun and romantic evening. The theater location should be near some great restaurant, that serves great wine and food, and would work after the performance ends.

Goals:
- Sophisticated enviroment
- Performance should supplement "fun & romantic" evening
- Great bar/restaurant should work after the perfomance ends

STEPS	RESEARCH	PURCHASE	ARRIVE	SHOWTIME	EXIT	EXTEND

EMOTIONS & THOUGHTS

- "The location is great! It's only taking me 5 minutes to get there & so many great restaurants nearby."
- "Oh wow.... $80 the cheapest ticket. A bit pricey."
- "Few seats to choose from... I wonder which of those are the best... balcony, or near the stage?"
- "There are no refunds, exchanges or cancellations"
- "Hmm it's tough for me to find a parking space. It's packed! I should have taken a taxi."
- "That's cool, very nice meeting! No jams at a cloakroom"
- "It's a bit confusing. Some guests were in suits, other were wearing jeans!"
- "It would be great to have pause between to parts. It's a bit exausting to sit non-stop for 3 hours"
- "Really great performance!"
- "Really great "traffic" control after the perfomance has ended. Loved the guidance of theater staff"
- "Nearby restaurants at 10 PM are serving Night menu, that were limited to only few positions. If only we were 15 min earlier"
- "Hate the spam for the theater"
- "Oh! It's really great to get the birthday card with the discount for the new performance!"

ACTIONS

• Search for NY theaters repetoire for specific day • Read play reviews • Choose the play • Lookup nearby restaurants • Review restaurant reviews	• Choose the play, time and seats. • Research which seats are good... • Purchase the tickets • Receive email with tickets • Make restaurant reservation	• Park the car • Enter the theater • Show the tickets to concierge • Hang the coat in the cloakroom • Talk with the theater hall concierge • Take your seat	• Watch performance • Went to bathroom • Finding your seat in the dark	• Exit theater hall • Take your coat from cloakroom • Go to restaurant	• Receive newsletter with repeitore • Receive a gift card with discount

OPPORTUNITIES

• Include additional information about the theater location: nearby restaurants, bars and etc. • Research Google maps possibilities to advertise the theater • Create idea packages for romantic dates: theater, restaurant and etc.	• If possible should change the refund policy. • Create "view from seat" photos • Partnership with restaurants to add restaurant discount and etc.	• Partnership with Uber, Lyft or other taxi companies to give the discounts for the theater ride • Indication of vacant spaces are not present which makes it hard to locate a free space. Someone should control the traffic in the parking • Consider special event dress codes	• Need to create a break during long performances • Theater hall concierge should guide people to their place when lights are off.	• Need to talk with restaurant owners to extend working hours of their kitchen • Try to finish the perfomance before 9:30 PM. In corner cases negotiate with few restaurants to create a special hours for our customers	• Should think of the personalisation of the newsletters

💡 Zbigniew Gecis

USER INTERVIEWS

USA.gov

Linda's Journey Map
Browse information or learn more on a general topic

Stage of Journey	☆ Identifies Information Need	🔍 Looks for Information			🕐 Find Information			👤 Seeks Help		
Activities	Linda's friend, Dottie, tells her to look for grants	Turns on computer and **Googles** "Government Grants"	Clicks on **Grants.gov** and then Search Grants	Doesn't understand Search Grants information and goes back to **Grants.gov** Homepage	Clicks on USA. **gov** link on **Grants.gov** home page under Financial Assistance	Reads **USA. gov** Benefits, Grants, and Loans page and realizes she is not eligible for a grant	Clicks on link to **Benefits. gov**	Begins **Benefits.gov Benefit Finder**, but it takes too long and she clicks "Contact Us" to find a real person	Fills out **Benefits.gov** webform and types a message to ask how she can get financial help	Checks her **e-mail** later and sees response from **Benefits. gov**
Feelings and Needs	Thankful Dottie is such a good friend	Feels a little nervous and unsure, and hopeful her search will work	Feels confused and decides to try again in case she missed it	Thinks this seems easy	I hope this link has what I need	Encouraged but needs clarity, comfort, and reassurance	Feels optimistic	Overwhelmed by the questions. Needs to know this is the right step.	Hopeless and discouraged, not sure this is going to help	Disappointed there is more to do and needs support and hope

Potential Opportunities for Improvement	
• Simplify benefits.gov contact page	• Integrate benefits finder and unclaimed money search
• Make the benefits finder more like Turbo Tax	• Add APIs to integrate with state benefits info
• Add questions to benefits.gov email form to help agents give better responses	• Integrate benefits.gov FAQs into content pages on benefits.gov
• Create task force for benefits related sites/agencies	• Create an infographic to explain benefits finder
• Merge grants.gov, benefits.gov, and govloans.gov	• Ask Grants.gov to add a popup asking if you want personal benefits
• Become benefits program manager - benefits.usa.gov	• Add benefits finder directly to USA.gov page

💡 Digital.gov

USER INTERVIEWS

Linda's Journey Map
Browse information or learn more on a general topic

Stage of Journey

★ Identifies Information Need	🔍 Looks for Information	💡 Find Information	🔦 Seeks Help

Activities

| Linda's friend, Dottie, tells her to look for grants | Turns on computer and **Googles** "Government Grants" | Clicks on **Grants.gov** and then Search Grants | Doesn't understand Search Grants information and goes back to **Grants.gov** Homepage | Clicks on USA. gov link on **Grants.gov** home page under Financial Assistance | Reads **USA. gov** Benefits, Grants, and Loans page and realizes she is not eligible for a grant | Clicks on link to **Benefits. gov** | Begins **Benefits.gov Benefit Finder**, but it takes too long and she clicks "Contact Us" to find a real person | Fills out **Benefits.gov** webform and types a message to ask how she can get financial help | Checks her e-mail later and sees response from **Benefits. gov** |

Feelings and Needs

| Thankful Dottie is such a good friend | Feels a little nervous and unsure, and hopeful her search will work | Feels confused and decides to try again in case she missed it | Thinks this seems easy | I hope this link has what I need | Encouraged but needs clarity, comfort, and reassurance | Feels optimistic | Overwhelmed by the questions. Needs to know this is the right step. | Hopeless and discouraged, not sure this is going to help | Disappointed there is more to do and needs support and hope |

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- Integrate benefits finder and unclaimed money search
- Add APIs to integrate with state benefits info
- Integrate benefits.gov FAQs into content pages on benefits.gov
- Create an infographic to explain benefits finder
- Ask Grants.gov to add a popup asking if you want personal benefits
- Add benefits finder directly to USA.gov page

💡 ConceptDraw

USER INTERVIEWS

💻 💳 PowerPoint template | SlideSalad

USER INTERVIEWS

	AWARENESS	CONSIDERATION	ACQUISITION	SERVICE	LOYALTY
PHASE 1					
PHASE 2	Despite being red, Mars is actually a cold place	It has a beautiful name and is the second planet from the Sun	Uranus is the seventh planet from the Sun	Venus has a beautiful name and is the second from the Sun	Mercury is the closest planet and the smallest one
PHASE 3	Venus has a beautiful name and is the second from the Sun	Despite being red, Mars is actually a cold place	Earth is the third planet and it harbors life	Neptune is the farthest planet. It's the fourth-largest	Saturn is composed mostly of hydrogen and helium
PHASE 4	Mercury is the closest planet and the smallest one	Neptune is the farthest planet. It's the fourth-largest	Saturn is composed mostly of hydrogen and helium	The Moon is the fifth-largest satellite in the Solar System	Despite being red, Mars is actually a cold place

USER INTERVIEWS

💡 UXLoot

Customer Journey Map

🖥️ 💳 PowerPoint template | SlideSalad

USER INTERVIEWS

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USER INTERVIEWS

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USER INTERVIEWS

Engage and consume

Online training

Face-to-face workshop

Video tutorial

Requisition

Job ad creation

Repurchase credit

Talent search

Scanning

Screening

Learn from other industrial HR practiotioners

Able to preview the job ad before posting it

Coming up with good job title and description

Price too high

Short expiration date

Higher response rate from customer

Poor filtering

Not enough relevant candidates

Hard to review high volume applications

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USER INTERVIEWS

STARBUCKS®
Customer Journey Map

Enriched Experience

- Tasty Drink
- Good Drink
- Good Temperature
- Polite
- Aroma
- Free Wi-fi
- Ambience
- Convenient

Baseline

- Goodbye
- Worry
- Loud
- Fake Greeting
- Factory Line
- Loud
- Cold
- Confined
- Closing

Poached Experience

	Anticipate		Enter		Engage						Exit		Reflect
Touchpoints	Office	Car	Walk-in	Line	Order	Pay	Sit	Drink	Work	Pack Up	Leave		Car

💡 CoSchedule

USER INTERVIEWS

Awareness → Consideration → Purchase → Retention → Advocacy

Awareness: Public relations, Radio/TV, Online ads, Media, Blog

Consideration: Direct mail, Reviews, Social ads, E-mail

Purchase: Website, Contact center, Store, Webshop

Retention: Newsletter, Loyalty program, Knowledge base (FAQ), Community

Advocacy: Blog, Social Media, Word-of-mouth

💡 ConceptDraw

USER INTERVIEWS

Stages

Awareness	Consideration	Acquisition	Service	Loyalty

Steps

| hears podcast ad | clicks twitter ad | goes to landing page | browses online shop | reads 3rd party reviews | goes through checkout | gets new bike in mail | wants to exchange the seat | calls customer support | carries out exchange | receives new seat | leaves 5 star review | uses $10 coupon for new purchase |

Touchpoints

Podcast ad · Online ad · Email campaign · Search · Landing page · Blog · Reads reviews · Walks into store · Buys online · Reads forum · Tweets us · Fills out support ticket · Calls support · Offer in invoice · Survey · Direct Mailing · Loyalty program

💡 Figma template | Figma

USER INTERVIEWS

PowerPoint template | SlideSalad

USER INTERVIEWS

USER INTERVIEWS

USER INTERVIEWS

Gabriel Wedding Experience Map

| | October | January | | | March | | April | June | July | | | August | September |

Touch point

Facebook Post Generic engagement announcement

Snail Mail Personal invite with wed. website

Wed. website ⭐ with event & destination details

Web Forms ⭐ to RSVP & subscribe to newsletter

Scheduled Newsletter with accommodation & travelling tips

Email, sms or phone call of guest's requests & questions

Scheduled ⭐ **Newsletter** with dress code Pinterest wall, call to submit songs, & social media groups

Scheduled ⭐ **Newsletter** with things to do, eat and visit & printable pocket guide

Welcome Drinks on a hired venue on the city

SMS ⭐ updates & friendly reminders

W-Day ⭐ (see annex)

Farewell Drinks on a hired venue on the beach

Instagram #m&j2016 collection of pics of the event

Snail Mail of Thank You card

Scheduled ⭐ **Newsletter** Highlights video, Professional guest-pics & wed playlists

Emotions & Thoughts

"Got invited! Loving this card." 😀

"No kids, limited use of cameras, really? How do I tell my wife?" 😱

"Cool. It could be interesting to host some of the international guests" 😀

"Oh boy I'm not sure if I get the dress code. Maybe I'll ask them." 😁

"Let's get this party started!" 🍻

"It was fun last night, but geeez... what with the use of mobile phones" 😠

"Not impressed with the pics." 😁

"Nice pics. Great memories, maybe will save this playlist on my spotify." 😊

🎩😃

Phase

Awareness → Consideration → Purchase → Fullfillment → Retention

⭐ Opportunity to fix pain points or delight guest

madebymario.com

💡 <u>Qualaroo</u>

Customer Journey Map

Lyndy,
Fashion Entrepreneur,
Married, 44

Stage	Heads to store to meet friend	Arrives At store	Decides order	Queuing	Payment	Collect Drinks	Consumes Drink
Activity	Calls friend	Arrives at store, looks for seat	Discuss with friend what to order	Queue at counter	Makes payment	Collects drink at counter	Bring drinks to table and drink

Enjoys quality of drinks, soft music in background and the free wifi

Not clear from app where is the most convenient and nearest Starbucks with parking for her

Did not expect outlet to be so crowded and having to wait so long for a seat
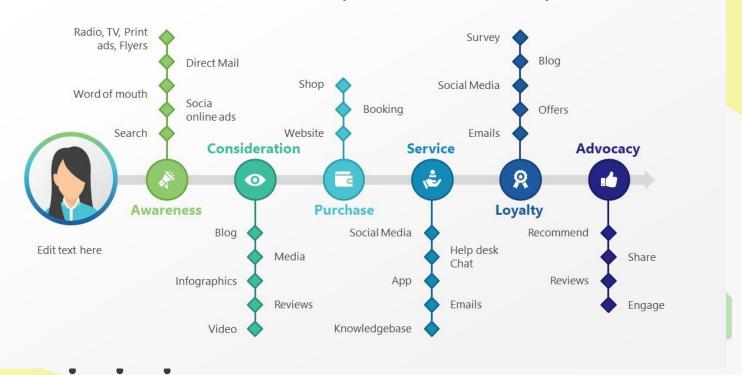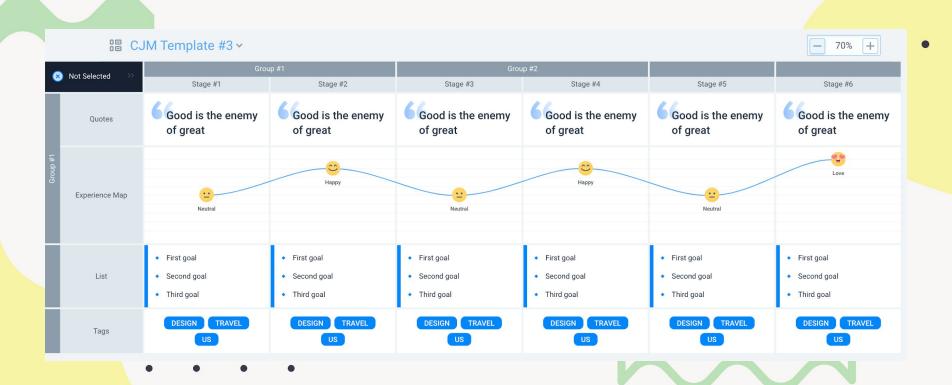
- Took some time to select cards for payment
- No feedback of processed payment after scan
- Only a sudden change in the remaining card value

WE PROUDLY SERVE

💡 Prototypr

USER INTERVIEWS
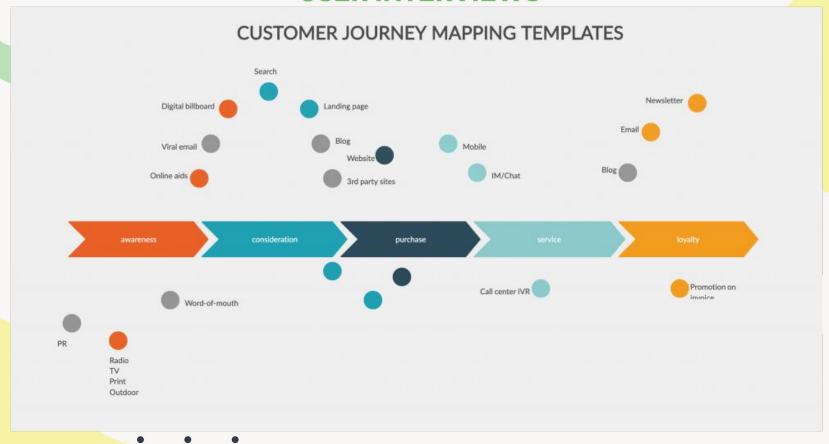
Horizontal Customer Journey PowerPoint Template

📺 💳 PowerPoint / Google Slides template | SlideModel

USER INTERVIEWS

Editable template | FlowMapp

USER INTERVIEWS

CUSTOMER JOURNEY MAPPING TEMPLATES

💻 Editable template | Creately

USER INTERVIEWS

🖥️ PowerPoint template | [Kerry Bodine](#)

USER INTERVIEWS

🖥️ 📒 PowerPoint template | SlideBazaar

USER INTERVIEWS

CUSTOMER

Goals

Pain points

Expectations

JOURNEY

1 **2** **3**

Consideration
- Thinking
- Feeling
- Doing
- Touchpoints

10 **11** **12**

Post-purchase
- Thinking
- Feeling
- Doing
- Touchpoints

Retention loop

1

2

Purchase

4

3

4 **5** **6**

Evaluation
- Thinking
- Feeling
- Doing
- Touchpoints

7 **8** **9**

Closure
- Thinking
- Feeling
- Doing
- Touchpoints

EXPERIENCE

Touchpoints

Positive

Negative

1 **2** **3** **4** **5** **6** **7** **8** **9** **10** **11** **12**

INSIGHTS

Consideration opportunities

Evaluation opportunities

Closure opportunities

Post-purchase opportunities

💡 [Siteimprove](#)

USER INTERVIEWS

6 Step - Circular Customer Journey Diagram

This is a sample text. Insert your desired text here.

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This is a sample text. Insert your desired text here.

Sample Text

Sample Text

Sample Text

Sample Text

Sample Text

Sample Text

USER INTERVIEWS

MOBILE BUYER JOURNEY

ANTON LaBELLE
VINTAGE APPAREL

"FLASH SALE" DISCOVERY
A means to drive product discovery and engagement through 'keyword-based' flash sales. Spontaneous events that respond to trends.

SOCIAL CURATION
Empower influencers to elevate and share products to influence purchase decisions.

LOCAL DISCOUNTS
Drive consumers into stores via location-based discounts.

NATIVE FUNCTIONALITY
Utilize key features of device like providing consumers with a useful and engaging way to scan everyday objects, identify color hues, and quickly find matching products.

DISCOVERY
"Flash Sale" Discovery
Social Curation
Local Discounts

ENGAGEMENT
Native Functionality
Frequent Updates
Push-Notifications

CONVERSION
Mobile Loyalty
Rewards Program
Check-ins

REWARD
Smart Search
Wishlist
Full Cart Functionality

MOBILE & RETAIL CONVERSION
Ultimately drive commerce from the mobile experience, and drive consumers into retail stores.

PROMO NOTIFICATIONS VIA SMS
Receive notifications regarding sales.

MOBILE LOYALTY PROGRAM
Continue to engage and reward your customers by providing them with discounts when they check-in to retail locations.

CUSTOM REMINDERS
Request to receive notifications.

💻 Editable template | Venngage

USER INTERVIEWS

CUSTOMER EXPERIENCE JOURNEY

Need Generation
Searches internet

NEED GENERATION

Initial Consideration
Calls contact centre
Calls a channel partner

INITIAL CONSIDERATION

BEFORE

Usage
Proactive maintenance
Follow up on trouble ticket
Trouble ticket generation
Cycling billing
Starts using the service

USAGE

AFTER

DURING

Delivery / Installation
Training
Testing
Invoice Raise
Installation
Actual delivery

DELIVERY / INSTALLATION

Loyalty curve

ENGAGEMENT

Engagement
First Interaction
Subsequent Interactions
Solution Presentation
Submission of Quote

MOMENT OF PURCHASE

EVALUATION

Moment of Purchase
Signs contract
Final Presentation

Evaluation
Studies proposal
Calls in case of a query

💡 Carol Barnum

DETAILED CUSTOMER JOURNEY MAPS

USER INTERVIEWS

USER INTERVIEWS

PERSONAS (1)

Lucy Anderson, HR

- Lucy is an HR in a mid-sized company (up to 70 employees).
- She **likes order** and **organization**.
- Many processes and the work of other people depend on Lucy's quality of work, so she is very **particular about her duties and responsibilities**.
- Since Lucy is the only HR in the company, the range of her tasks is quite broad. So she actively **uses different services and tools to facilitate and automate routine tasks**.

	PROBLEM	HELP CENTER	INQUIRE	PROBLEM SOLVED	AFTER SOLVING THE ISSUE	
	FACING THE ISSUE	SEARCHING FOR A SOLUTION	ASKING FOR HELP	SOLUTION	PROPOSAL TO IMPROVE	FEEDBACK ABOUT THE CONVERSATION
Lucy's story	Lucy is preparing an HR report using a SaaS platform when something goes wrong, and the report disappears from her screen. She sees the 404 error instead of the report. Lucy refreshes the page, signs off and logs in again, but it doesn't help. She can not find the report on her dashboard. It isn't in the folder with drafts and thrash can either.	Lucy can't resolve the issue by herself, so she goes to the Help Center to find a solution. She searches the Help Center for articles related to her problem and scans many articles, but none of them helps her.	Lucy finds a live chat on the website and sends a message to the team where she describes her problem. Lucy and the support agent discuss the issue. The agent promises to consult the development team and get back to Lucy in about 2 hours either in the chat or via email. 2 and then 3 hours pass but nobody contacts Lucy.	After 4 hours of waiting, Lucy gets a message in the live chat saying that the issue has been resolved and she'll find the report on the dashboard. Lucy logs in and finds the report with all the information that she included in it. Lucy is relieved that the issue is resolved and her report is safe and sound. The support agent asks her to fill in the questionnaire and rate the support she received. Lucy fills in the questionnaire and starts working on it.	Lucy needs a feature and writes an email to the support team and ask whether the company plans to implement this feature soon. After 2 months of waiting, she gets an email saying that the feature she requested has been implemented.	Lucy is asked to rate the conversation after it's closed by the agent using emojis at the end of the email. She rates the convo with a happy face as she is happy with the help provided.
User goals	Finish the report.	Resolve the issue and get back to work.	Get help from the support team ASAP.	• Leave feedback • Go back to work and finish the report.	Request a feature.	Share the feedback about the help she received.
Channels	Website					
Problems	Not able to access the report and finish it	1. The Help Center is hard to find. 2. No answer in the Help Center / the answer is incomplete and useless.	**Actual problems** • No news from the CS agent after 2 hours of waiting. **Possible problems** 1. No response. 2. Lucy gets "The team will be back on Monday" message, but she needs help ASAP. 3. The support agent is indifferent or disrespectful.	The satisfaction form is too long.	No answer from the support team for 2 months	1. Not enough options to choose from. 2. No possibility to add a note and share the details.
Experience	anger	vigilance	optimism	serenity	interest	trust
Ideas / Opportunities	Some issues can be addressed with **proper error messages**. In such messages, make sure to tell the user **what went wrong** and how they should proceed. *Love your vintage browser!* Unfortunately, it's a little too vintage. PicMonkey no longer supports version 6 of Safari. Visit Browse Happy to upgrade your browser, or try out Google Chrome.	• Make your support widget and the help center/FAQ easy to find. • Make sure the search function is working properly in your Help Center.	• Ask clients about their preferred method of communication or let them choose from a few channels (chat/call/email/etc.). • Collect customer's qualifications (name, company name, size, website, industry) to enrich the database. Tag customers to break them into segments to better understand how to better communicate with them and resolve their problems. • Inform the client if you need more time to resolve the issue.	• Follow up with the customer to make sure they're all set and ask if they need more help/anything else • Make the satisfaction form shorter or offer something in exchange for filling it out (e.g., a downloadable guide) if you want to keep it long.	Reply to every feature request, but be sure to communicate clearly that some features may not be implemented.	• Make it easy for the customer to leave a rating. • Use these ratings to regularly **review** closed tickets and **the level of the support** you provide to understand what you can improve.
Best practices		1. Categorize customer issues to **determine patterns**. When updating the help center content, focus on articles about resolving these problems first of all. 2. Review search requests regularly to see what customers are looking for and learn what they cannot find in the Help Center. To facilitate the search, use search terms from inquiries in the Help Center articles and regularly update them with the most popular search terms. 3. Consider creating a **community** where your users can engage and share their knowledge like Zendesk did.	1. Make sure you have the process to deal with user requests (assign, tag/categorize/escalate/follow up/close). 2. All support agents should **follow your company's tone of voice**, be friendly and make communication clear and concise 3. Make sure all agents know who they should contact if they need to escalate the issue. 4. Have someone to check (and answer) user requests in the evenings and during weekends.		1. Pay attention to customers' feedback. Amend the **feedback & insights database** so that the product team has full information about customers' needs, requests, and feedback. Or pass every piece of feedback to your product team. 2. **Notify** the client when the feature they needed is available. 3. Where possible, the CS agent can **suggest a workaround/alternative solution** using the existing functionality	Make sure all agents are motivated to provide the best possible customer support.

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USER INTERVIEWS

Pumpkin

The lone unicorn appeared out of nowhere in the Magical Forest. It was dark there and nobody was around.

The unicorn felt lonely and wanted to find someone to make friends with.

	EXPLORING THE FOREST	LEAVING THE FOREST	ENTERING THE VILLAGE	FINDING EVERYONE	MAKING FRIENDS
Process	The unicorn explores every corner of the Magical Forest in an attempt to find a living soul. There's no one except of 🐛 insects, 🐦 birds flying high in the sky, silent 🐟 fish in the pond, and 🐸 frogs who croak and run away from him.	Pumpkin reaches the corner of the forest, crosses the field, and sees a road in the distance and some huts at the end of the road. 🐾	Approaching the huts, the unicorn notices grey chimney smoke and lights. The lone unicorn reaches the village and sees that all the huts are open, but there are no living creatures here. Pumpkin hears loud sounds not far away. 🎵 🎶 🎤	Pumpkin follows the sounds and sees a large house at the center of the village. 🏠 The house is full of creatures: they are laughing, barking, meowing, and producing all sorts of sounds. The unicorn enters the house. The hall is filled with drawings of hearts in different colors. There are many people, animals, fauns, gnomes, and other creatures inside the house. 👫 🎉 Everyone seems to be extremely happy and friendly. Every creature smiles and greets Pumpkin who doesn't feel so lonely anymore.	The unicorn asks everyone why they are in the building, and they explain that they gathered together to celebrate Valentine's Day. This way they express their love and affection to their family and friends — to everyone who lives in the village ❤️ They invite Pumpkin to become their friend, celebrate this special day with them and stay in the village. The unicorn says "yes" and joins the celebration.
Unicorn goals	Find someone to talk to in the forest.	Leave the forest and find a companion.	Find friends right after coming into the village.	Find someone who's friendly.	Find at least one friend.
Process and channels	Birds, Insects, Fish, Frogs	Road	Buildings	Creatures	Creatures
Problems	There are no creatures in the Forest who can talk.		Afraid that no one will want to become a friend.	The unicorn is shy and doesn't know how to behave in public.	
Experience	grief	anxiety	anticipation	joy	ecstasy
Ideas	**Leave** the forest and find friends somewhere else.	**Follow** the road to see if there is someone in the buildings.	**Explore** the village to find who makes all the sounds.	**Start** talking to others.	
Images					

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USER INTERVIEWS

Multi-Personas		AWARE	JOIN	USE	DEVELOP	LEAVE
	Persona 1 goals					
Target segment *Type target segment here...* **Background** *Type background here...*	Persona 2 goals					
	Persona 1 process and channels					
Persona 2 **Target segment** *Type target segment here...* **Background** *Type target segment here...*	Persona 2 process and channels					
	Persona 1 says	" "	" "	" "	" "	" "
	Persona 2 says	" "	" "	" "	" "	" "
	Persoan 1 feelings					
	Persoan 2 feelings					
	Persona 1 drivers/pains	Drivers: Pains:	Drivers: Pains:	Drivers: Pains:	Drivers: Pains:	Drivers: Pains:
	Persona 2 drivers/pains	Drivers: Pains:	Drivers: Pains:	Drivers: Pains:	Drivers: Pains:	Drivers: Pains:
	Persona 1 process	Influencers Channels	Influencers Channels	Influencers Channels	Influencers Channels	Influencers Channels
	Persona 2 process	Influencers Channels	Influencers Channels	Influencers Channels	Influencers Channels	Influencers Channels

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USER INTERVIEWS

Starbucks Experience Map

Date: 3/22/10
Eric - Repeat Customer
Purpose: To work/drink coffee

Enriched Experience

- Aroma
- Tasty drink / Flavorable / Appropriate temperature
- Free Wi-Fi
- Good drink
- Polite
- People watching / Crowd conversation noise

baseline
- Ambience
- Greeting / Fake
- Quick, convenient
- Sofa chair is comfortable
- Good byes

Poached Experience
- Worrying / Second guessing
- Audible Sensations / Loud
- Factory line
- Impersonal
- Blasting air conditioning
- Loud music / Distracting / Repeating, not my taste
- Closing time
- Annoyed about closing time / Annoyed about where I sat / Back hurts
- Cold, drafty / Slightly crowded
- Unwilling to try something new, risk / Feeling rushed
- Feedback / Confusing / Inconsistent
- Not large work spaces
- Not large work spaces / Furniture not ideal for computer work
- Lack of personal space / Unstructured
- Lack of seating / Lack of outlets / Uncomfortable wooden chairs

Anticipate	Enter		Engage					Exit	Reflect

Touchpoints

Office	Car	Walk-In	Line	Order	Pay	Sit	Drink	Work		Pack Up	Walk Out	Car

1.a Discussing with team the local places to grab a coffee.

1.b Deciding to go to Starbucks and work on design reports.

1.c Hoping to find a close parking spot.

1.d Hoping Starbucks is not overly crowded and will have available seating.

1.e Considering alternative places just in case.

2.a Notice that there are a couple of people in line.

2.b Notice the narrow, confined layout.

2.c Enjoy the aroma of roasted coffee and mixed sweet, robust smells.

2.d The lighting is pleasant, not overly bright and not too dim.

2.e The music seems ethnic, extended vocals, soft in style, volume too load and but my taste.

2.f The room climate seems intentionally cold.

3.a The waiting line occupies the main traffic way.

3.b The menus across the counter are hard to read while in line.

3.c The line moves slow, people who just ordered are still in the same area. Becomes crowded.

3.d The ordering process seems too slow. Inconsistent structure of service.

4.a The Barista acknowledges me with a smile.

4.b I can see the menu better now, but I feel rushed to order a drink.

4.c I feel forced to make a quick beverage selection. I play it safe by having what I always get.

4.d The barista confirms my selection and asks my name to write on the cup.

4.e He writes down my name and some code on the cup and hands it off to another barista who will make it when he is finished with other orders.

5.a The barista tells me the total and I pay with my credit card. He asks me if I want my receipt, I decline.

5.b My interaction with him say-ing thank you. He doesn't use my name.

5.c Now I move to the left of where I paid. Once again I feel crowded and out of place. People are walking by me. There isn't a designated waiting, sitting area.

5.d As I stand, the drinker maker shouts finished orders and places them on a drink stand. He screams Grande Chai.

5.e Confusion. is this my drink? Why did he not call out my name or name and drink? I pick up the drink and see that it has Eric written on it.

6.a Grab my drink and look for a place to sit.

6.b I need, most importantly, an outlet and a workspace.

6.c I notice that there are only a few locations in the seating areas that have outlets. This is discouraging.

6.d Most places are occupied. No outlets are available.

6.e The workspaces seem small and impractical. Most are just have a small round wooden table with two wooden chairs.

6.f I find an empty reclined cushioned armchair. Next to it is a small wooden table shared by another person sitting in the other arm chair.

6.g The chair is comfortable and I continue to sit in it.

7.a The cub is hot, steaming, but withstanding in my hand.

7.b Smells roasty and sweet.

7.c First sip is too hot, but flavorful. I'm happy with the taste and my choice.

7.d The continued sips remain satisfying.

8.a I place my drink on the table next me and place my bag on the floor.

8.b I remove my computer and accessories and now am shifting my coffee to find room for all of my things on this little coffee table.

8.c The table is too low to work from there, so I place my laptop in my lap. My drink remains on the table, my bag on the floor.

8.d I'm feeling crowded. I have no room to use my wireless mouse. I now use the surface of the arm chair as my mouse pad. Not very effective.

8.e The crowd talking doesn't bother me after awhile, but the music is way too loud and beginning to become a distraction.

8.f I enjoy the free wireless and the unlimited use. The signal strength is adequate.

8.g The music is really bothering me. I put my headphones on and play my mp3 songs.

8.h The battery use on my computer is a concern now. I will begin looking for another table to work at.

8.i The air conditioning seems intention. It's cold outside and cold inside. I slip my jacket on.

8.j I continually finding myself people watching while i work. There are interesting people here, so I'm not too bothered. I never like feeling alone. any

9.a The barista walks by me and makes an announcement to the tore that it will be closing shortly -10 pm.

9.b I would like to continue to work. I feel 10pm closing time is much too early, especially in a college town.

9.c I stand up and walk around until I find a hidden trash can to throw my cup into.

10.a I pack my things up and head out the door.

10.b The remaining staff tell me to have a good night.

11.a I head to my car and wish that I could have stayed longer to work. I know that once I get home, I will be in the wrong mind state to continue working.

11.b The coffee was very good, but I was disappointed in the environment. Distracting music, small workspace, lack of power outlets.

💡 Mind the Product

USER INTERVIEWS

Columbia Road

CUSTOMER JOURNEY MAP
Example of an online grocery store

www.columbiaroad.com

STAGE	AWARENESS	CONSIDERATION	DECISION		DELIVERY & USE			LOYALTY & ADVOCACY	
CUSTOMER ACTIVITIES	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add groceries to shopping cart	Make an order	Receive or pick up on order	Contact customer service	Enjoy groceries	Order again and/or order more	Share experience
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select products easily, get inspired	Order effortlessly	Receive or pick up an order effortlessly and when needed	Get help if problems appear, request for refund	Have the right and good quality in-gredients	Repeat good customer experience	Share feelings, give feedback
TOUCHPOINTS	Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media		Website, app, order confirmation email	Delivery service, packing, messages (email, SMS, phone call)	Phone, email, chat	Food products, packages, other materials		Word of mouth, social media
EXPERIENCE	*Interested, curious*	*Requires effort but excited*	*Excited*	*"Payment is painful"*	*Requires effort, happy when received*	*Frustrated*	*Satisfied*	*"This is easy"*	*"I have to share this"*
BUSINESS GOAL	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Deliver on time and minimise the delivery window	Increase customer service satisfac-tion, minimise waiting time	Make products to match expectations	Increase retention rate and order value and/or frequency	Turn customers into advocates, turn negative experiences into positive
KPIs	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value and frequency	Customer satisfaction
ORGANISATIONAL ACTIVITIES	Create marketing campaigns and content both offline and online, PR	Create marketing campaigns and content both offline and online	Optimise grocery shopping experience	Optimise online purchase funnel, order handling	Picking & delivery	Organise customer service	Develop products & product range	Target marketing, make re-ordering easy, upselling and/ or cross-selling	Manage feedback and social media, develop sharing / inviting possibilities
RESPONSIBLE	Marketing & Communications	Marketing & Communications	Online development, Customer service	Online development, warehouse, logistics	Warehouse, logistics	Customer service	Product development, purchasing	Marketing, online development	Customer service, online development
TECHNOLOGY SYSTEMS	CRM, analytics, programmatic buying platform, social media	CRM, analytics, CMS, marketing automation	CRM, analytics, CMS, ecommerce platform, PIM	CRM, analytics, CMS, ecommerce platform, PIM, inventory system, marketing automation	CRM, analytics, order & delivery system, marketing automation	CRM, analytics, help desk, ticketing system, chat	CRM, analytics, vendor management system, PIM	CRM, analytics, marketing automation, ecommerce platform	CRM, analytics, marketing automa-tion, ecommerce plat-form, social media analytics

📄 💻 Editable PDF template | Columbia Road

USER INTERVIEWS

🔗 Iris Tong Wu

USER INTERVIEWS

🔆 Bright Vessel

USER INTERVIEWS

🖥️ 📒 Sketch template | Geunbae Lee

USER INTERVIEWS

💡 Mad*Pow via Toptal

USER INTERVIEWS

Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

effective⁽ᵁ⁾

Thoughts & Feelings

We're moving.
Price has to be right.
I have little to no knowledge.
My previous experience wasn't good.
I'll go online.
Aspirational
There's a lot here.
Overwhelmed
I'm not even sure what this means.
I'm not going to be able to do this alone.
Excited and empowered
I'll use my buddies' advice.
I should refine my vendor search.
It's decision time.
Anxious
This process is a nightmare.
Why do they need so much info?
How come I have to pay so much up front?
Frustrated
When will my service be activated?
Where's the service guy?
These installation times are vague.

Emotional Experience

Calls to order service

Goes online and checks out different options

Consults with influencer

"I've been on hold for too long. I'm hanging up."

"I can't afford what I'm finding here."

Ends phone call

Go back

Go back

Emotion throughout journey

Emotion toward vendor

Phases of the Journey

Inquiry

Description
The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations
Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

Comparison

Description
The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

Recommendations
Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

Purchase

Description
The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification — waiting for service installation and activation.

Recommendations
Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.

Installation

Description
The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

Recommendations
Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

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💡 SailThru

USER INTERVIEWS

Kelly McNamara
34 - Ad Agency Buyer

ORDERS GUARANTEED – User Journey - Experience Map

Kelly wants to put together a campaign for her client Coca-Cola. She wants to find appropriate ad products across the spectrum of available publishers delivering content across a variety of digital devices that reach a very specific demographic audience.

She comes to the Rubicon Project platform and logs into the Orders Guaranteed application to accomplish this task.

Thoughts & Feelings

- I hope this will work well, I have very little time.
- I wonder if I'm going to find the packages I'm looking for
- Need a variety of devices and target demographics
- I will need to be able to share this plan with the team
- Yay, I can save the plan and come back later...
- How will I find out if there are new opportunities since my last visit to the platform?
- Excited and empowered
- Feeling anxious about keeping this together
- I should refine my search
- It's decision time
- I like the ability to do all this in one place
- I wonder if we can do this all online
- I want to get this done with the least amount of friction and frustration
- This could get frustrating, I need to know where we're at 24/7
- This process could end up being a nightmare
- This looks easy
- Can I really get this done? Just set it and forget it?
- Will I be able to use my creative tags?
- I'll need to see performance reports

Emotional Experience

- Emotion throughout journey
- Time commitment

Anxious   Like   Like   Anxious   Anxious   Like   Anxious   Anxious   Anxious   Like   Anxious

Phases of the Journey

Browse - Discovery	Putting together a Media Plan	Negotiating with Publishers	Setting up the Plan for Delivery
Description	**Description**	**Description**	**Description**
The Discovery phase is where Buyers come to browse and discover available Publisher Properties and Ad Products. They want to see ComScore, monthly uniques, audience etc. and be able to filter by various criteria.	A Plan is where Buyers manage their Media Plans and Sellers work with Buyer teams. Buyers and Sellers use it to manage deals and negotiations. It gives Buyers and Sellers the 360° visibility required to get their work done.	The negotation module inside the Plan "notebook" is where Buyers and Sellers negotiate deals online. It provides an easy to use UI where all tasks that Buyers and Sellers are used to in this phase can be accomplished online.	Once Line Items are approved in the Plan this section provides the ability to set up each Line Item format and upload tags.
Recommendations	**Recommendations**	**Recommendations**	**Recommendations**
Design an easy to use "e-commerce-like" UI where users understand previous conventions such as "cart" and "save" and give them a quick way to add properties to a plan. Give users the ability to search for properties, incorporate detailed filters. Have Alerts & Activity that tells them about most recent Ad Products available keeping the current.	Design a simple "notebook" type user interface that is simple and easy to use but gives users a comprehensive tool to manage deals. It should give Buyers and Sellers a way to conduct their business entirely online thereby making their workflow more efficient.	Provide a module that is designed around user needs and task flows. Provide functionalities that support messaging, sharing documents, IOs and sign-offs along with an email alerting system that is triggered when new activity occurs.	Design an intuitive, simple UI that provides functionalities to easily upload and edit external creative tags.

💡 Miklos Philips via Toptal

USER INTERVIEWS

💡 Treasure Data

USER INTERVIEWS

What is the customer experience of a person using PeopleSmart for their job?

Our customer's journey to search for a person begins with a name and maybe some contact information. The Sleuth will begin to search in free sites before considering a paid search such as PeopleSmart. As a professional, the Sleuth will consider the costs and benefits within each stage of the search. If a certain stage proves unfruitful and not cost effective, she will move on.

CUSTOMER PROFILE:
SLEUTH

Motto: JUST FIND 'EM

Goal: Find the current contact information and whereabouts of a specific individual. If the person can't be found, find someone who can get them a message.

This individual may be intentionally evasive. Find the person by any means necessary.

By:
Loretta Neal

Overview

Begin in free sites
Find out as much as possible from free sources

Attempt contact
Determine the accuracy of the data by trying it out

Find more leads
Leave no stone left unturned

Paid search
Abandon the free search

Experience PeopleSmart within a funnel
Evaluate the search capabilities of PeopleSmart

Try the trial membership and decide on a paid membership
Determine the accuracy of the data by trying it out

Use and decide on a renewal
Add PeopleSmart to the "go to" tool box

The customer experience is one of trial and error.

People who search for people for a living are looking for accurate and efficient data sources.

We know that Sleuths look in many places for information before they look in PeopleSmart. So how can we design our service so that it becomes one of the first databases they think to search?

Thank you

Customer's Journey

Thinking / Doing / Touchpoints / Feeling

Business Units

- Business Development
- Marketing
- Search Optimization
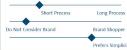- User Experience
- Analytics
- Member Services

💡 Loretta Neal

Young Families Segment

The **Young Families Segment** is primarily made up of 25-35-year-olds with 1 or 2 children. With their busy lives, they rely heavily on the Internet to do their research, whether through their computer, tablets, or smartphones. They primarily talk to friends and family (especially other young parents) to make decisions.

Access to their children's pediatrician is the make-or-break criterion for a health plan. Once that is known, premium and wellness options are also important, as are an easy-to-use website.

Short Process	Long Process
Do Not Consider Brand	Brand Shopper
	Prefers Simplici-

"I would have liked Frequently Asked Questions or would like to talk to an online person. I'm not a paper person so did everything online." – Young Families Customer
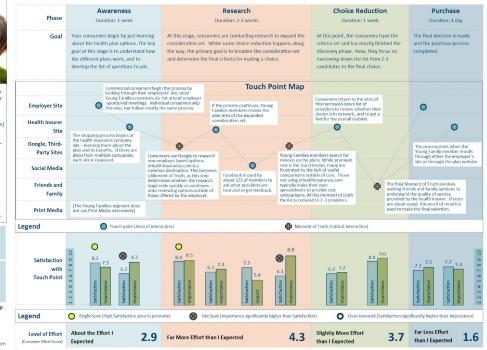
"The only problem is there are so many choices. I'm not sure if that makes it easy or hard. It was overwhelming - difficult because there is a lot to think about and I felt it was hard to figure out what was best." - Young Families Non-Customer

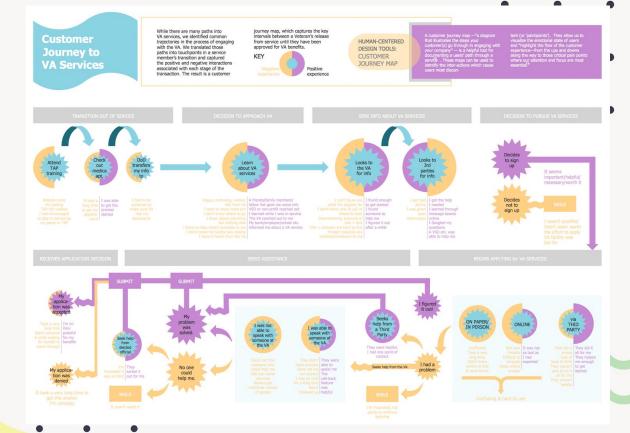**Create your own Customer Experience Journey Map**

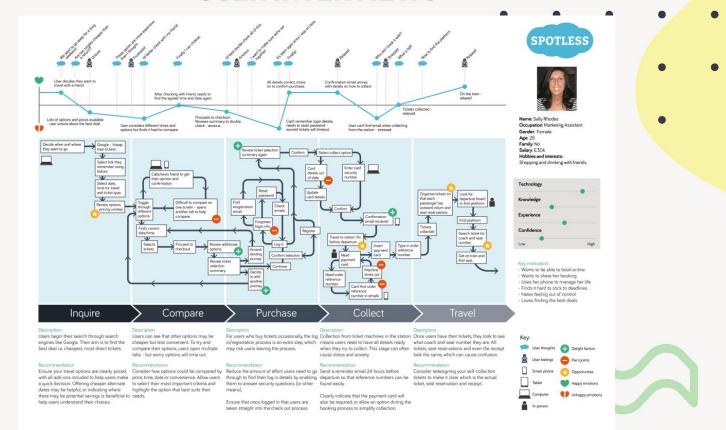Heart of the Customer

Jim Tincher • 612-747-4021 • jim@HeartoftheCustomer.com
© 2013 Heart of the Customer

Health Insurance Purchase Journey Map

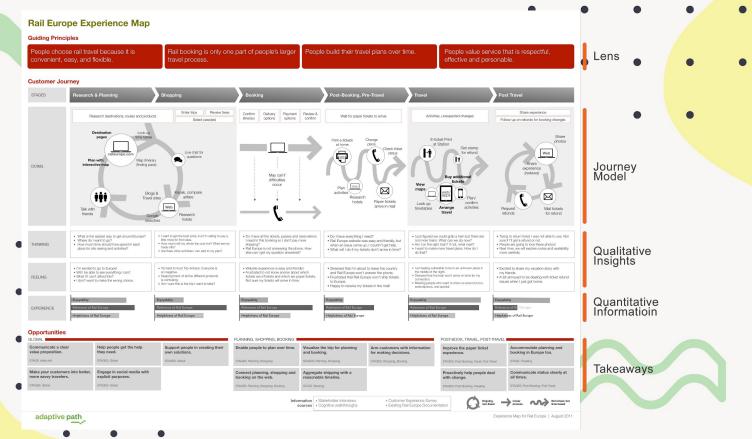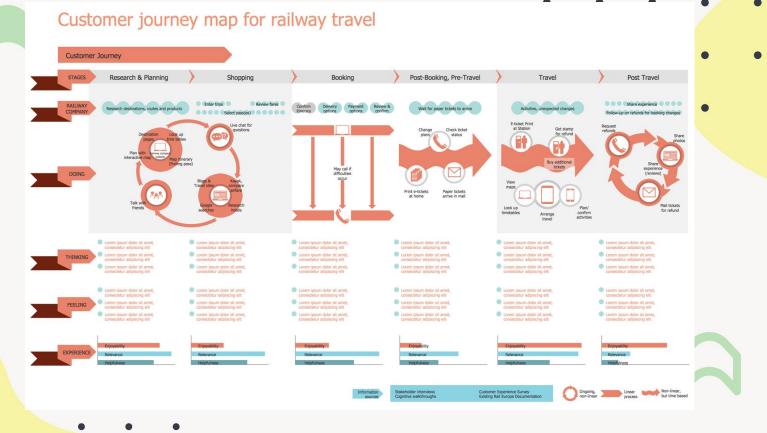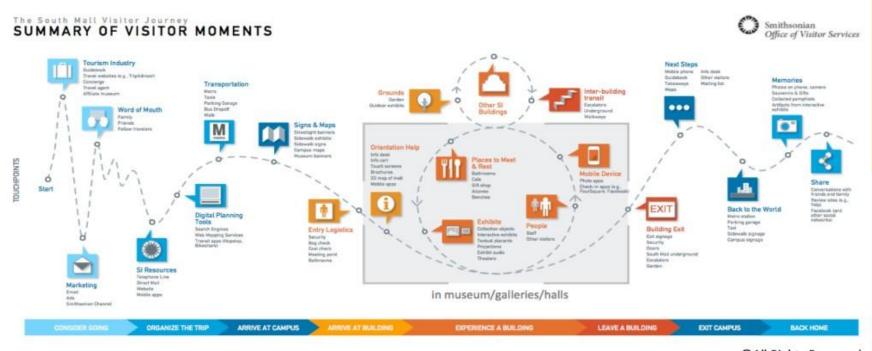|	**Awareness** Duration: 1 week	**Research** Duration: 2-3 weeks	**Choice Reduction** Duration: 1 week	**Purchase** Duration: 1 day
Phase				
Goal	Your consumers begin by just learning about the health plan options. The key goal at this stage is to understand how the different plans work, and to develop the list of questions to ask.	At this stage, consumers are conducting research to expand the consideration set. While some choice reduction happens along the way, the primary goal is to broaden the consideration set and determine the final criteria for making a choice.	At this point, the consumers have the criteria set and has mostly finished the discovery phase. Now, they focus on narrowing down the list from 2-3 candidates to the final choice.	The final decision is made, and the purchase process completed.

Touch Point Map

	Awareness	Research	Choice Reduction	Purchase
Employer Site	Commercial consumers begin the process by looking through their employers' site; most Young Families members do not attend employer-sponsored meetings. Individual consumers skip this step, but follow mostly the same process.	If the process continues, Young Families members review the plan sites of the expanded consideration set.	Consumers return to the sites of this narrowed-down list of providers to review whether their doctor is in network, and to get a feel for the overall website.	
Health Insurer Site	The shopping process begins at the health insurance company site—learning more about the plan and its benefits. If there are plans from multiple companies, each site is reviewed.			The process ends when the Young Family member enrolls through either the employer's site or through the plan website.
Google, Third-Party Sites		Consumers use Google to research non-employer based options. eHealthInsurance.com is a common destination. This becomes a Moment of Truth, as this step determines whether the research stage ends quickly or continues onto reviewing options outside of those offered by the employer.	Young Families members search for reviews on the plans. While premium cost is the top criterion, many are frustrated by the lack of useful comparisons outside of cost. Those not using eHealthInsurance.com typically make their own spreadsheets to provide cost comparisons. At this moment of truth the list is reduced to 2-3 providers.	
Social Media		Facebook is used by about 1/3 of members to ask what providers are best and to get feedback.	The final Moment of Truth involves seeking friends and family opinions to understand the quality of service provided by the health insurer. If costs are about equal, this word of mouth is used to make the final selection.	
Friends and Family				
Print Media	(The Young Families segment does not use Print Media extensively)			

Legend — ● Touch point (Area of interaction)   ✚ Moment of Truth (Critical Interaction)

Satisfaction with Touch Point	Awareness	Research	Choice Reduction	Purchase
	8.2 / 7.5 / 6.2 / 8.3	8.4 / 8.5 / 6.3 / 7.4 / 7.5 / 5.4 / 6.1 / 8.8	6.2 / 7.2 / 8.4 / 9.0	7.2 / 7.5 / 7.7 / 7.4

(Satisfaction / Importance pairs, scale 1 2 3 4 5 6 7 8 9 10)

Legend — 🟡 Bright Spot (High Satisfaction area to promote)   ⊗ Hot Spot (Importance significantly higher than Satisfaction)   ◯ Over-Invested (Satisfaction significantly higher than Importance)

Level of Effort (Customer Effort Score)	About the Effort I Expected **2.9**	Far More Effort than I Expected **4.3**	Slightly More Effort than I Expected **3.7**	Far Less Effort than I Expected **1.6**

USER INTERVIEWS

Customer Journey to VA Services

While there are many paths into VA services, we identified common trajectories in the process of engaging with the VA. We translated those paths into touchpoints in a service member's transition and captured the positive and negative interactions associated with each stage of the transaction. The result is a customer journey map, which captures the key intervals between a Veteran's release from service until they have been approved for VA benefits.

KEY

Negative experience

Positive experience

HUMAN-CENTERED DESIGN TOOLS: CUSTOMER JOURNEY MAP

A customer journey map —"a diagram that illustrates the steps your customer(s) go through in engaging with your company" — is a helpful tool for documenting a users' path through a service. These maps can be used to identify the inter-actions which cause users most discon-tent (or 'paintpoints'). They allow us to visualize the emotional state of users and "highlight the flow of the customer experience—from the ups and downs along the way to those critical pain points where our attention and focus are most essential."

TRANSITION OUT OF SERVICE

Attend TAP training

Check out medical apt.

DoD transfers my info to

Nobody cares I'm leaving TAP left useless I was encouraged to stay in service by my peers or at TAP

It took a long time to get my appoint-ment

I was able to get the process started

I had to be proactive to make sure VA had my documents

DECISION TO APPROACH VA

Learn about VA services

Vague, confusing, unclear Info from VA I want to know more but I don't know where to go I know about one thing but nothing else I have no idea what's available to me I didn't know what's nearby I haven't heard from the VA

A friends/family members/ fellow Vet gave me some info VSO or non-profit reached out I learned while I was in service The VA reached out to me My bank/employer/school etc. informed me about a VA service

SEEK INFO ABOUT VA SERVICES

Looks to the VA for info

Looks to 3rd parties for info

I can't figure out what I'm eligible for I don't know who to call or where to start Overwhelming amounts of info + text Info + answers are hard to find Printed materials are outdated/irrelevant to me

I found enough to get started I found someone to help me I figured it out after a while

I got bad advice I was given poor information

I got the help I needed I learned through message boards online I Googled my questions A VSO etc. was able to help me

DECISION TO PURSUE VA SERVICES

Decides to sign up

Decides not to sign up

BAILS

It seems important/helpful/ necessary/worth it

I wasn't qualified I didn't seem worth the effort to apply VA facility was too far

RECEIVES APPLICATION DECISION

SUBMIT

My applica-tion was accepted

Took a very long time Spent personal $ while waiting for benefit to come through

I'm in! Very grateful for my benefits

My applica-tion was denied

It took a very long time to get this answer I'm unhappy

SEEKS ASSISTANCE

SUBMIT

Seek help from elected official

I'm frustrated it was so hard

They sorted it out for me

My problem was solved.

No one could help me.

BAILS

It wasn't worth it

I was not able to speak with someone at the VA

Could not find someone who could help me Call was never returned Always got machines instead of people

I was able to speak with someone at the VA

They didn't have answers Gave me the run around I was on hold for a long time Never followed up

They were able to assist me at the VA

I figured it out!

Seeks help from a Third Party

They were helpful. I had one point of contact

Seeks help from the VA

I had a problem

BAILS

I'm frustrated, not going to continue applying

BEGINS APPLYING for VA SERVICES

ON PAPER/ IN PERSON

Inefficient Took a very long time Didn't know where to find & send forms

ONLINE

Not user friendly Difficult to navigate Steps where unclear

It was not as bad as I had expected

via THIRD PARTY

They did it all for me They weren't able to do it all for me They weren't helpful

They did it for me They helped me enough to get started

The call-back feature was helpful

Confusing & hard to use

💡 ConceptDraw

USER INTERVIEWS

SPOTLESS

Name: Sally Rhodes
Occupation: Marketing Assistant
Gender: Female
Age: 25
Family: No
Salary: £30k
Hobbies and interests:
Shopping and drinking with friends.

Technology
Knowledge
Experience
Confidence

Low   High

Key motivators
- Wants to be able to book online
- Wants to share her booking
- Uses her phone to manage her life
- Finds it hard to stick to deadlines
- Hates feeling out of control
- Loves finding the best deals

Inquire
Description
Users begin their search through search engines like Google. Their aim is to find the best deal i.e. cheapest, most direct tickets.

Recommendation
Ensure your travel options are clearly priced, with all add-ons included to help users make a quick decision. Offering cheaper alternate dates may be helpful, or indicating where there may be potential savings is beneficial to help users understand their choices.

Compare
Description
Users can see that other options may be cheaper but less convenient. To try and compare their options, users open multiple tabs - but worry options will time out.

Recommendation
Consider how options could be compared by price, time, date or convenience. Allow users to select their most important criteria and highlight the option that best suits their needs.

Purchase
Description
For users who buy tickets occasionally, the log in/registration process is an extra step, which may risk users leaving the process.

Recommendation
Reduce the amount of effort users need to go through to find their log in details by enabling them to answer security questions (or other means).

Ensure that once logged in that users are taken straight into the check out process.

Collect
Description
Collection from ticket machines in the station means users need to have all details ready when they try to collect. This stage can often cause stress and anxiety.

Recommendation
Send a reminder email 24 hours before departure so that reference numbers can be found easily.

Clearly indicate that the payment card will also be required, or allow an option during the booking process to simplify collection.

Travel
Description
Once users have their tickets, they look to see what coach and seat number they are. All tickets, seat reservations and even the receipt look the same, which can cause confusion.

Recommendation
Consider redesigning your self-collection tickets to make it clear which is the actual ticket, seat reservation and receipt.

Key:
- User thoughts
- User feelings
- Smart phone
- Tablet
- Computer
- In-person
- Delight factors
- Pain points
- Opportunities
- Happy emotions
- Unhappy emotions

💡 **Spotless**

USER INTERVIEWS

Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.	Rail booking is only one part of people's larger travel process.	People build their travel plans over time.	People value service that is respectful, effective and personable.

Lens

Customer Journey

STAGES	Research & Planning	Shopping	Booking	Post-Booking, Pre-Travel	Travel	Post Travel

Journey Model

DOING

Research destinations, routes and products | Enter trips | Review fares | Select pass(es) | Confirm itinerary | Delivery options | Payment options | Review & confirm | Wait for paper tickets to arrive | Activities, unexpected changes | Share experience | Follow-up on refunds for booking changes

Destination pages — Look up time tables — raileurope.com — Plan with interactive map — Map itinerary (finding pass) — Live chat for questions — Talk with friends — Blogs & Travel sites — Kayak, compare airfare — Google searches — Research hotels

May call if difficulties occur

Print e-tickets at home — Change plans — Check ticket status — Plan activities — Research hotels — Paper tickets arrive in mail

E-ticket Print at Station — Get stamp for refund — View maps — Buy additional tickets — Look up timetables — Arrange travel — Plan/confirm activities

Share photos — Share experience (reviews) — Request refunds — Mail tickets for refund

THINKING

- What is the easiest way to get around Europe?
- Where do I want to go?
- How much time should I/we spend in each place for site seeing and activities?

- I want to get the best price, but I'm willing to pay a little more for first class.
- How much will my whole trip cost me? What are my trade-offs?
- Are there other activities I can add to my plan?

- Do I have all the tickets, passes and reservations I need in this booking so I don't pay more shipping?
- Rail Europe is not answering the phone. How else can I get my question answered?

- Do I have everything I need?
- Rail Europe website was easy and friendly, but when an issue came up, I couldn't get help.
- What will I do if my tickets don't arrive in time?

- I just figured we could grab a train but there are not more trains. What can we do now?
- Am I on the right train? If not, what next?
- I want to make more travel plans. How do I do that?

- Trying to return ticket I was not able to use. Not sure if I'll get a refund or not.
- People are going to love these photos!
- Next time, we will explore routes and availability more carefully.

FEELING

- I'm excited to go to Europe!
- Will I be able to see everything I can?
- What if I can't afford this?
- I don't want to make the wrong choice.

- It's hard to trust Trip Advisor. Everyone is so negative.
- Keeping track of all the different products is confusing.
- Am I sure this is the trip I want to take?

- Website experience is easy and friendly!
- Frustrated to not know sooner about which tickets are eTickets and which are paper tickets. Not sure my tickets will arrive in time.

- Stressed that I'm about to leave the country and Rail Europe won't answer the phone.
- Frustrated that Rail Europe won't ship tickets to Europe.
- Happy to receive my tickets in mail!

- I am feeling vulnerable to be in an unknown place in the middle of the night.
- Stressed that the train won't arrive on time for my connection.
- Meeting people who want to show us around is fun, serendipitous, and special.

- Excited to share my vacation story with my friends.
- A bit annoyed to be dealing with ticket refund issues when I just got home.

EXPERIENCE

Enjoyability / Relevance of Rail Europe / Helpfulness of Rail Europe (repeated for each stage)

Qualitative Insights

Quantitative Informatioin

Opportunities

GLOBAL

Communicate a clear value proposition. STAGE: Initial visit	Help people get the help they need. STAGES: Global	Support people in creating their own solutions. STAGES: Global
Make your customers into better, more savvy travelers. STAGES: Global	Engage in social media with explicit purposes. STAGES: Global	

PLANNING, SHOPPING, BOOKING

Enable people to plan over time. STAGES: Planning, Shopping	Visualize the trip for planning and booking. STAGES: Planning, Shopping	Arm customers with information for making decisions. STAGES: Shopping, Booking
Connect planning, shopping and booking on the web. STAGES: Planning, Shopping, Booking	Aggregate shipping with a reasonable timeline. STAGE: Booking	

POST-BOOK, TRAVEL, POST-TRAVEL

Improve the paper ticket experience. STAGES: Post-Booking, Travel, Post-Travel	Accommodate planning and booking in Europe too. STAGE: Traveling
Proactively help people deal with change. STAGES: Post-Booking, Traveling	Communicate status clearly at all times. STAGES: Post-Booking, Post Travel

Takeaways

Information sources: Stakeholder interviews · Cognitive walkthroughs · Customer Experience Survey · Existing Rail Europe Documentation

Ongoing, non-linear · Linear process · Non-linear, but time based

adaptive path

Experience Map for Rail Europe | August 2011

💡 Toptal

USER INTERVIEWS

Customer journey map for railway travel

Editable template | ConceptDraw

USER INTERVIEWS

The South Mall Visitor Journey
SUMMARY OF VISITOR MOMENTS

Smithsonian
Office of Visitor Services

💡 Qualaroo

USER INTERVIEWS

📔 💳 Template available as Omnigraffle Stencil, Visio Stencil, EPS, SVG | <u>Gordon Wells</u>

USER INTERVIEWS

Editable template | FlowMapp

USER INTERVIEWS

Customer Journey Map of an Uber Customer

Customer Goal: To find transport to get to a destination quickly and effectively, other than driving their car.

💡 [Saiful Nasir](#)

USER INTERVIEWS

📺 Interactive Figma template | Adrian Balkwill

USER INTERVIEWS

💡 Zendesk

LAYER MAPS

USER INTERVIEWS

�💡 [Bright Vessel](#)

USER INTERVIEWS

GLIDE App
The world's news - automated, summarized, accessible

Current Customer Journey Map

STAGES	Awareness	Consideration	Acquisition	Service	Loyalty

STEPS	Wants a news-curation app	Discovers landing page via search, compares other apps, comes back later	Browses features, gets trial, creates account	Registers as paying user, receives activation email, updates account, adds filters, browses news	Does not see the kind of news that interests, contacts support	Learns about filter functionality, other app features	Applies new filters and tags, sees the news that's desired	Receives offers for relevant events, discounts for products	Takes advantage of offers/discounts, enjoys experience	Recommends app, writes reviews, shares social media content

TOUCH POINTS

Online ads · Blog content · News releases · Social media · Landing page · App discovery · E-shop · Sign up page · Product page · Engagement · Interaction · User experience · Personalization · Emails · Chat options · All features · Optimization · Emails · In-app messages · SMS notifications · Vendor partners · Social media · Reviews · Articles · Competitor content · Social media

DEPARTMENTS

	2	3	4	2	2	5	4	5	3	2
Marketing										
Design										
Engineering										
UX										
Customer Success										

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USER INTERVIEWS

ACCOUNT JOURNEY
MARKETING LAYERS

STAGES

NEEDING	SHOPPING	BUYING	IMPLEMENTING	OPTIMIZING VALUE	CHANGING NEEDS

ATTRIBUTES

Growing Awareness Explorative Curiosity Solutions Oriented	Discovery Mode Motivation / Buy-In Product Oriented	RFP Process Gut-Check Affirming Trust	Handoffs / Catches Routine Disruption Learning to Walk	Internalization Forming of Habits Learning to Run	Problem Awareness Goals Reset Exploration

STEPS

| Experience SMMS pain points | Expansion of social footprint | Learn about Spredfast and others | Gather internal needs | Weigh internal needs vs. external solutions | Product Demo | Gain Mgmt buy-in | RFP Process | Negotiate Price | Sign the contract | Build Success Plan | Create/ Execute Roll Out Plan | Attend check-in meetings | Gain User buy-in | Achieve Success Plan goals | Re-evaluate internal goals | Re-evaluate SMMS | Begin shopping again |

TOUCHPOINTS

Website, Blog / Resources, Email / Social / Search, Demo Request, Qualifying Call | Website, Blog / Resources, Email / Social / Search, Demo, Sales - Ongoing | Website, Blog / Resources, Email / Social / Search, Sales - Ongoing, RFP / Contracting | Website, Blog / Resources, Email / Social / Search, CP - Ongoing, Support - Ongoing, Enablement - Ongoing, Success Plan, Login | Website, Blog / Resources, Email / Social / Search, Sales - Ongoing, CP - QBRs, Support - Ongoing, Enablement - Expansion, Login | Website, Blog / Resources, Email / Social / Search, Sales - Ongoing, CP - QBRs, Support - Ongoing, Enablement - Expansion, Login

DEPARTMENTS

Customer
- End User
- Manager
- CMO
- Legal / Compliance
- IT

Spredfast
- Marketing
- Sales
- Support
- Customer Partner
- Enablement

💡 Jordan Hills

USER INTERVIEWS

💡 Om Kantine

USER INTERVIEWS

💡 [Rocket Source](#)

USER INTERVIEWS

Customer Journey Map

Customer Journey Map

Stages	Awareness	Consideration		Acquisition	Service	Loyalty
Steps	Wants a news curation apps.	Discover landing page via search, compare other apps, comes back later	Browser features, gets trails, create accounts	Registers as paying user, receive activation email, updates accounts, adds filters, browser news	Does not see the kind of news that interests, Contact support	Receives offers for relevant events, discount for products,
					Learn about filter functionality, other app features	Take advantage of offer/discount, enjoy experience
					Applies filters & tags, sees the news that's desired	Recommends app, write review, shares social media content

Touchpoints

Awareness: Online Ads, Blog Content, News Releases, Social media

Consideration: Landing Page, Apps Discovery, E-Shop, Sign Up Page, Product Page

Acquisition: Engagement, Interaction, User Experience, Personalization

Service: Emails, Chat Options, All Features, Optimizations

Loyalty: Emails, In App Purchase, SMS Notifications, Vendor Partners, Social Media, Reviews, Articles, Competitor Content, Social Media

Department

Department
Marketing
Design
Engineering
UX
Customer Success

1 — 3 — 4 — 2 — 2 — 5 — 4 — 3 — 3 — 2

slidesalad

💻 💳 PowerPoint template | SlideSalad

USER INTERVIEWS

Customer journey map

Awareness	Engagement	Nurture	Transact	Customer Success	Advocacy
Step 1	Step 2	Step 3	Step 4	Step 5	Step 6

Customer Goals

Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6

Touchpoints

Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5	Touchpoint 6
Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5	Touchpoint 6
Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5	Touchpoint 6
Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5	Touchpoint 6
Touchpoint 1	Touchpoint 2	Touchpoint 3	Touchpoint 4	Touchpoint 5	Touchpoint 6

💻 💳 Editable template | ConceptDraw

SERVICE BLUEPRINTS

USER INTERVIEWS

Customer Journey: Service & Support	Normal Use	Notices Issue or Has Complaint	Asks for Help / Contacts Support	Speaks with Support or Rep	Resolves Conflict / Issue
What is the customer feeling?					
Why is the customer feeling this way?					
How do we communicate with the customer?					
What action do we take in the background?					

📄 PDF template | HubSpot

USER INTERVIEWS

SERVICE BLUEPRINT *Example (Appliance Retailer)*

TIME	5-25 mins	20-50 mins			5-12 days	35 seconds	20-32 mins
EVIDENCE	Website	Retail location Store signage Appliance signage	Employee's name tag Product description Price tag	Credit card Store reciept			Appliance Delivery reciept
CUSTOMER JOURNEY	Visits website	Visits store, browses appliances + sales	Discusses features, price, availability, with salesperson	Makes purchase		Notified of delivery ETA	Appliance delivered

LINE OF INTERACTION

FRONTSTAGE *EMPLOYEE ACTIONS*		Welcomes to store	Checks inventory and delivery times	Provides delivery time	
TECHNOLOGY	Support chat				Automated call with date of delivery

LINE OF VISIBILITY

BACKSTAGE ACTIONS	Responds to chat questions		Inventory management system	Point of sale system	Fullfillment queue	Accounting

LINE OF INTERNAL INTERACTION

SUPPORT PROCESSES	Analytics logs visitor	Foot traffic scanner		Payment process	Appliance distributor	3rd party delivery service

NNGROUP.COM   NN/g

💡 <u>Nielsen Norman Group</u>

USER INTERVIEWS

Physical evidence	Website	Exterior Parking	Cart For Bags	Lobby & Check In Desk	Lobby Furnishings & Décor	Elevator	Employee Uniforms	Room Décor
Customer actions	Makes reservation	Arrive at hotel	Give bags to bellperson	Check in	Get key	Go to room	Receives bags	Tips bellperson (optional)
Onstage contact actions			Greet & take bags	Register guest				Deliver bags
Backstage contact actions	Makes reservation for guest							
Support processes	Process reservation			Process registration				

💻 Template | Miro

USER INTERVIEWS

Retail Customer Journey Map

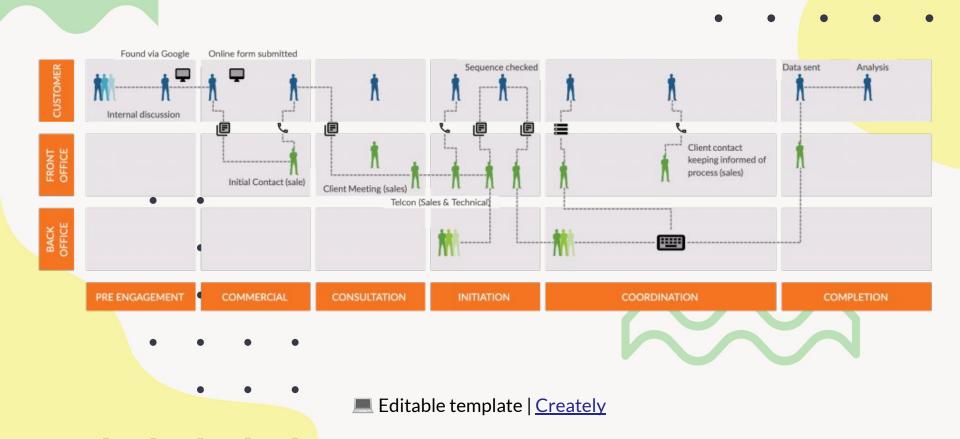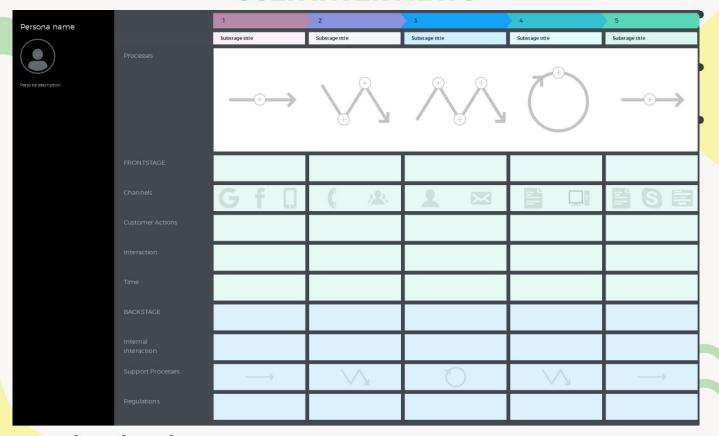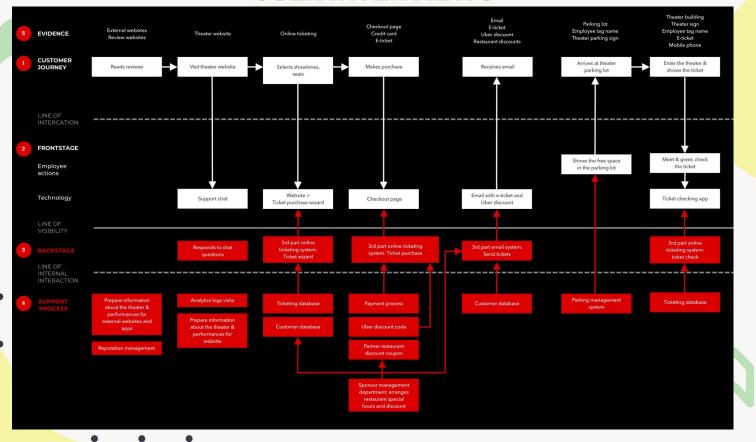|								
Customer Journey	**Physical Evidence**	Parking exterior and interior road signs	Uniformed stuff. Waiting area seating	Air conditioning, Music, poster and paintings	Plates, cutlery, napkins and pans	Menu and bill desk	Food delivery tray	Food, sauce and spices
	Customer Action	Arrive at the restaurant	Select dine in option	Receive menu, wait for attendant (2min)	Give order	Receive order	Serve food	Eat, Ask for bill
Interaction	**Onstage Contact Person**	Greet	Inquire about takeaway or dine in	Showed the way to the table	Take food order (served after 15 minutes)	Delivery of food (served after 15 minutes)		Ask for more or process bill
Visibility	**Backstage Contact**	Check in			Process food order			Checkout
Internal	**Supply System Process**	Registration process		Prepare food				Registration process

slidesalad

💻 💳 PowerPoint template | SlideSalad

USER INTERVIEWS

fresh tilled soil User Experience Journey Map CLIENT NAME

PHASE	Motivation and Pre-Sale	Sales Cycle	Implementation	Launch	Account Management/Maintenance

CHANNEL

USER

Host Partner (Large Company)

"I want a quick and easy way to increase margins for my business, using minimal or no resources."

Business case, tech reqs | Proposal/ Negotiation | Senior signoff | Close: Host Partner agreement | Consulting (if needed) | HP reviews mockups | Add code to HP website | Internal tech work w/ HP tech, set up offer | Show Offers | HP sends customer info | Ongoing optimization

NEEDS/WANTS

Help finding relevant advertisers | Need senior signoff within our company, a time-intensive approval process | Want customizable solutions, but don't want to do any of the work | Need to hit our $$ benchmarks to validate participation to superiors | Need a clear easy method for reviewing reports and doing custom data pulls

OBSTACLES

Setting up third party offers internally is too much work. Don't have the **time** to do this. | Want immediate clarity on what you can do for my business (less time on the phone), with revenue projections | Large companies take a longer to edit or make decisions (have more people to go through) | Hesitant to give away my customer information | Don't have a lot of time to review reports

Advertiser (Third Party)

"I want my offers in front of new potential consumers, using relevant brands."

Hypothesis: estimated vol. | Advertising agreement (insertion order) | Creative reqs, Build new placement | Test cycle (conversions) | Update cycles (optimization) | Monthly checks

NEEDS/WANTS

Want new ways to increase revenue, customers, and exposure | Want my offers to appear on big brand websites | Need them to deliver creative faster | Need LTV of converted customers to be +30% to keep working together | Want dashboard UI to be cleaner and easier to use, like Google Analytics

OBSTACLES

Connecting to potential big brand hosts on their own is difficult | Want immediate clarity on what you can do for my business (less time on the phone), with revenue projections | Can't finalize offer until creative is done | Need a bigger host partner network. Scale is key for advertisers | Customer service makes up for dashboard UI, but that can only go so far

LINE OF INTERACTION

Sales

Reach out to known network | Test advertiser with affiliate offer | Business case, tech reqs, consulting | Phone call demo | Proposal/ Negotiation | Close: Host Partner/Adv agreement

Operations

Send legal agreements (google doc) | Find advertisers placements with HPs | Gather creative assets, upload to dash | Create mockups and send to HP

💡 Fresh Tilled Soil

USER INTERVIEWS

UBER SERVICE BLUE PRINT

	SIGNUP PHASE		RIDE PHASE					POST RIDE PHASE	
EVIDENCE.	Appearance and ease of use of Uber Mobile Application (User)	Facebook pages, emails, Website, internet forums, television commercials	Push notification confirming booking	Push notification recieved for approaching ride	• Appearance of car • Appearance of driver • Appearance and cleanliness of car interiors • Smell of car interior • How old is the car • Push notifcation recieved	• Quality of driving • Does the customer feel relaxed/ safe? • Is the driver being erratic	Push notification recieved for completing ride	Payment amount communicated to passenger through SMS/ email/ Push notification	Rate/ Review request displayed on mobile app
USER ACTIONS.	Download Uber Application	Register as a passenger and connect credit card or paypal/ paytm account	Request for a pickup ⌛	Text/ push notification recieved with driver details and status of the approaching ride	Passenger boards the car and commences the ride	Passenger rides to the entered destination	Passenger reaches final destination and completes the ride	Passenger makes payment for ride ⌛	Passenger rates the driver/ ride in accordance to his/her experience
FRONT OF STAGE EMPLOYEE INTERACTION/ UBER DRIVER.		⚠️ Be accepted as a Uber driver partner after background check	Clean vehicle and services, prepare for ride requests Log on to Uber driver partner mobile app and make oneself visible	Reach the passenger location within the stipulated waiting time	⚠️ Greet the passenger and start the ride on the mobile app	Turn radio on/ offer aux cord Make polite conversation with the passenger if required Drive the vehicle safely and make the passenger feel comfortable	⚠️ Make sure the passenger reaches safely to the destination End the trip on the mobile app Make polite conversation with the passenger if required	⚠️ Collect payment for the ride from the passenger Ensure the passenger collects all his/her belongings from the vehicle Greet the passenger and make polite conversation	Rate the passenger for the ride Prepare vehicle for next ride Employee adds the details of the expense required for aproval

LINE OF VISIBILITY

BACK OF STAGE INTERACTION.		Create passenger and driver profile Validate credit card/ paytm/ paypal accounts for users and drivers	Identify location of the passenger and drop location Identify ride availability Communicate waiting time and price for the ride Communicate driver details to passenger and vice versa	Communicate driver details to passenger and vice versa Communicate status of approaching ride to the passenger	Communicate the confirmation of driver reaching the pickup location Communicate the commencement of the ride to the driver and passenger Communicate optimised travel route to the driver	Communicate start of the ride to passenger and driver	Communicate end of ride with passenger and driver	Process payment for the ride	Communicate the passenger to rate the driver and vice versa

LINE OF INTERNAL INTERACTION

SUPPORT PROCESSES		Background checks on the driver Vehicle quality inspection	Record and maintain ride encounters, ride demand on routes, driver availability on routes	Record and maintain ride encounters, ride demand on routes, driver availability on routes	Keep track of waiting time, ride time, and route taken by the vehicle	Keep track of waiting time, ride time, and route taken by the vehicle	Keep track of waiting time, ride time, and route taken by the vehicle	Incorporate discount codes Calculate final payment amount for the ride	Record and update ratings and reviews for passengers and drivers

⌛ Risk of excessive waiting   ⚠️ Fail points

💡 Studio WAT.R via Service Design Tools

USER INTERVIEWS

RETAIL CUSTOMER JOURNEY

PHYSICAL EVIDENCE	Parking Exterior and Interior road signs	Uniformed stuff Waiting area Seating Arrangement	Air conditioning Music Posters Paintings	Plates Cutlery Napkins Pans	Menu Bill desk	Food delivery tray	Food Sauce Spices	Bill wait	Bell
CUSTOMER ACTIONS	Arrive at the restaurant	Select dine in option	Receive menu, wait for attendant (2 min)	Give order	Receive food	Serve food	Eat, ask for bill	Wait for 10 min	Pay bill, ring the bell, Leave

LINE OF INTERACTION

ONSTAGE CONTACT PERSON (WAITER)	Greet	Inquire about takeaway or dine in	Showed the way to the table	Take food order (commit to serve in 15 min)	Delivery of food (Serve after 15 min)		Ask for more order	Prepare bill	Process bill paid

LINE OF VISIBILITY

BACKSTAGE CONTACT PERSON (RECEPTIONIST)	Check in			Process food order					Checkout

LINE OF INTERNAL INTERACTION

SUPPORT PROCESS	Registration process		Prepare food						Registration process

💡 <u>Bright Vessel</u>

USER INTERVIEWS

💻 🗒️ Omnigraffle template | Graffletopia

USER INTERVIEWS

Measures	Time spent initiating refund	Time to prep package	Time to drop off package		Time delivered + received	Time to refund
Time	5-10 min	10-20 min	10 min		5-7 day(s)	1 day

Physical evidence

Damaged item	Shipping label	Building, truck		Package	Refund notification

Customer actions

Contacts customer support	Attaches shipping label to package	Arrives at shipping store			Account refunded

— — Line of interaction —

Onstage actions

Employee

		Drops off package	Receives tracking number		

Technology

Chats with customer via chatbot					Sends email notifying customer that return has been processed

— — Line of visibility —

Backstage actions

Generates RA number	Issues prepaid postage	Sorts package		Receives into damage inventory	Accounting issues refund

— — Line of internal interaction — — — — — — — — — — — — — — — — — —

Supporting processes

Sales system		Barcode scanners	Delivery vehicles	Warehouse management system	Point of sale system

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USER INTERVIEWS

Physical evidence	Parking Exterior and Interior Road signs	Uniformed stuff Waiting area Seating arrangment	Air conditioning Music Posters Paintings	Plates Cultery Napkin Pans	Menu Bill desk	Food delivery tray	Food Sauce Spices	Bill wait	Bell
Customer Actions	Arrive at the restaurant	Select dine in option	Receive menu, wait for attendant (2 min)	Give order	Receive food	Serve food	Eat, ask for bill	Wait for 10 min	Pay bill, Ring the bell, Leave
			Line of interaction						
Onstage Contact Person (waiter)	Greet →	Inquire about takeaway or dine in →	Showed the way to the table	Take food order (commit to serve in 15 min)	Delivery of food (serve after 15 min)		Ask for more order	Prepare bill	Process bill paid
			Line of visibility						
Backstage Contact Person (receptionist)	Check in			Process food order					Check out
			Line of internal interaction						
Support process	Registration process		Prepare food						Registration process

💡 UXPressia

USER INTERVIEWS

Editable template | Creately

USER INTERVIEWS

Persona name		1	2	3	4	5
		Substage title	Substage title	Substage title	Substage title	Substage title
	Processes					
	FRONTSTAGE					
	Channels					
	Customer Actions					
	Interaction					
	Time					
	BACKSTAGE					
	Internal interaction					
	Support Processes					
	Regulations					

Persona description

💻 Editable template | UXPressia

USER INTERVIEWS

| | | External websites
Review websites | Theater website | Online ticketing | Checkout page
Credit card
E-ticket | Email
E-ticket
Uber discount
Restaurant discounts | Parking lot
Employee tag name
Theater parking sign | Theater building
Theater sign
Employee tag name
E-ticket
Mobile phone |

5 EVIDENCE

1 CUSTOMER JOURNEY

| Reads reviews | Visit theater website | Selects showtimes, seats | Makes purchase | Receives email | Arrives at theater parking lot | Enter the theater & shows the ticket |

LINE OF INTERCATION

2 FRONTSTAGE

Employee actions

Technology

| | Support chat | Website >
Ticket purchase wizard | Checkout page | Email with e-ticket and Uber discount | Shows the free space in the parking lot | Meet & greet, check the ticket |
| | | | | | | Ticket checking app |

LINE OF VISIBILITY

3 BACKSTAGE

| Responds to chat questions | 3rd part online ticketing system: Ticket wizard | 3rd part online ticketing system: Ticket purchase | 3rd part email system: Send tickets | | 3rd part online ticketing system: ticket check |

LINE OF INTERNAL INTERACTION

4 SUPPORT PROCESS

Prepare information about the theater & performances for external websites and apps	Analytics logs visits	Ticketing database	Payment process	Customer database	Parking management system	Ticketing database
	Prepare information about the theater & performances for website	Customer database	Uber discount code			
Reputation management			Partner restaurant discount coupon			

Sponsor management department: arranges restaurant special hours and discount

💡 [Zbigniew Gecis](#)

USER INTERVIEWS

💡 Manifesto

USER INTERVIEWS

Fresh Service Blueprint: Design Sprints

NOTES
1. There is no Refine phase in the Fresh Process
2. No work should be done before the SOW is signed

💡 Fresh Tilled Soil

DAY IN THE LIFE MAPS

USER INTERVIEWS

Customer Journey: A Day in the Life	Early Morning	Late Morning	Afternoon	Evening	Nighttime
What is the customer thinking or feeling?					
What are the customer's actions or main priorities?					
What are the customer's biggest pain points at this time?					
How does the customer interact with our product at this time?					
How can our product be better utilized at this time?					

📄 PDF template | HubSpot

USER INTERVIEWS

UX360

John Quincy
Frequent Business Traveler

"I'm on the road more than I like, so the little things really matter."

6:00 am	7:30 am	9:15 am	11:30 am	2:45 pm	4:30 pm	6:30 pm
Check flight options to get home tonight	*Check colleague's schedule*	*Book a flight during break*	*Print boarding pass*	*Get flight alert from airline*	*Update family*	*Land safely*
I left my return flight schedule open since I didn't know when client meetings would end today. I got up early to check flights online - I'm hoping I can finish meetings early today. I want want to see anything from 3pm and beyond.	I text a colleague, Mary, since we are sharing a rental car and will go to the airport together. I want to know what time we are hoping to leave client site	Good news! Meetings will end today at 2:00 pm, I am anxious to book the 3:45 flight out. I jump on my tablet at the first break and book a flight. Being a frequent flier grants me A-list priority- I grab a good seat because the carrier remembers my previous preference for alerts. I also send my itinerary to my husband so he knows when I'm getting home	I want to print my boarding pass, so I sign into SW.com at an open cubicle with a printer and enter my confirmation number. I find the list of flights , book the one I am on and print the boarding pass.	I get a text alert - the flight has been delayed by 30 minutes. That takes a little pressure off returning the rental car and getting through security.	While boarding, I call my family to tell them I'm coming home a bit later. Then, I send a text to my husband telling him the flight number and new arrival time just in case.	I send an text to my family know that I landed safely - then, I'll be home in an hour!

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💡 Treasure Data

USER INTERVIEWS

💡 Corporate Traveler

USER INTERVIEWS

A Day in the Life

8:10 am

Brush teeth
Jennifer brushes her teeth and showers in water pumped via underground pipes into her home. The water is monitored at the source for contaminants, and added fluoride helps to prevent cavities.

8:40 am

Drive to work
Jennifer wears a seatbelt, as required by law, to reduce auto injuries. Her car was manufactured according to automobile safety standards and is inspected annually for emissions levels to protect air quality.

9:15 am

Cross the street
Jennifer parks her car in a municipal lot, drops a birthday card for her brother in the mailbox, and crosses to her office building. She has to walk around some construction workers filling potholes.

9:25 am

Take elevator to office
To get to her office, Jennifer takes the elevator. It has been built to comply with safety regulations. Her building is reinforced to protect against injury during earthquakes, hurricanes, and other natural disasters.

12:20 pm

Make ATM withdrawal
Jennifer's bank accounts are insured by the Federal Deposit Insurance Corporation, created by Congress to ensure that people do not lose their savings if their bank fails.

11:00 am

Work on the Internet
In her office, Jennifer uses the Internet to communicate, get information, and conduct business. The Internet was first developed by researchers at the Department of Defense.

12:30 pm

Buy lunch
Jennifer buys a salad from her favorite deli. The local health department inspects the deli for cleanliness and makes sure employees practice hygienic food handling.

4:00 pm

Take son to park after school
Jennifer's 4-year-old son plays and learns at their local public preschool. Jennifer's county government maintains parks, pools, skating rinks, and more, keeping them clean, safe, and fun.

5:10 pm

Take mother to the doctor
Jennifer picks up her mother to get her a flu shot, as recommended by health officials, who coordinate flu vaccine development each year. Since she's over 65, she qualifies for Medicare to help pay her medical bills.

6:30 pm

Cook dinner
Jennifer and her husband prepare a meal. The variety of food products available to Americans has been expanded by new trade treaties. Food quality, safety, and labeling are monitored upon entry into the U.S.

7:30 pm

Put baby to bed
Their daughter wears flame-retardant pajamas, cuddles a teddy bear appropriate for a child her age, and sleeps in a safe crib, all thanks to consumer protection and safety regulations.

7:20 pm

Recycle trash
Jennifer sorts her garbage for curbside pickup. Her town provides sanitation services, such as garbage collection and sewerage systems, that protect public health and ensure a pleasant living environment.

A walk through the day of a typical American woman reveals an array of public investments that help us build capabilities, decrease risks, and increase resilience. The legacy of such investments is all around us—so much so that we tend to take them for granted.

1   THE MEASURE OF AMERICA 2010–2011   Mapping Risks and Resilience   2

💡 <u>Measure of America</u>

USER INTERVIEWS

REAL ESTATE STRESS
· Wife texts info about real estate agent's email
· Checks email per request
· Searches web for info, is disappointed in agent's info

TEXT BUTLER
· During lunch, son texts, forgot soccer uniform at home
· Dad has to drive it to school, figure out how to get his work done in less time
· Locates son and delivers uniform

FREEDOM

STATE OF MIND / EMOTIONAL STATE

BREAKFAST

KIDS' SCHOOL STARTS

BIKES TO LIBRARY

LUNCH @ HOME

web search

web search
library search

Facebook

texting

AM prep

voice call

texting

email

voice call

texting

💡 HubSpot

USER INTERVIEWS

💡 Chiara Galiano

USER INTERVIEWS

💡 Emily Emond

INFOGRAPHICS + MORE

USER INTERVIEWS

💡 Zuo Xue

USER INTERVIEWS

Disability Employment Services (DES)
Customer Journey Map

We believe everyone should have the opportunity to achieve their career goals.

💡 Crealo Design

USER INTERVIEWS

THE JOURNEY OF DIABETES

The average experience of individuals going through the journey of diabetes from the moment of the first medical encounter through living with the condition. The diagram is based on 14 ethnographic interviews with diabetic patients ages 45 to 65 living in the UK. The content was made available online by Healthtalkonline.org, a partnership between DIPEX charity and The Health Experiences Research Group at Oxford University's Department of Primary Care.
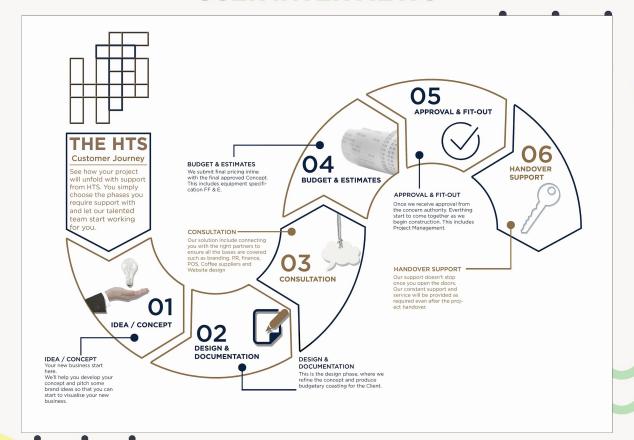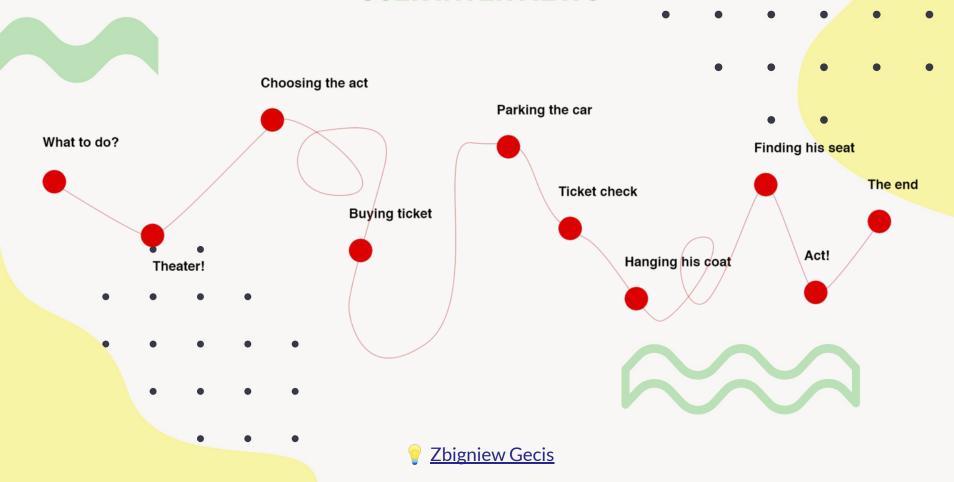
💡 Toptal

USER INTERVIEWS

💡 Interactive map | Mad*Pow

USER INTERVIEWS

💡 Percolate

USER INTERVIEWS

THE HTS
Customer Journey

See how your project will unfold with support from HTS. You simply choose the phases you require support with and let our talented team start working for you.

01 IDEA / CONCEPT

IDEA / CONCEPT
Your new business start here.
We'll help you develop your concept and pitch some brand ideas so that you can start to visualise your new business.

02 DESIGN & DOCUMENTATION

DESIGN & DOCUMENTATION
This is the design phase, where we refine the concept and produce budgetary coasting for the Client.

03 CONSULTATION

CONSULTATION
Our solution include connecting you with the right partners to ensure all the bases are covered such as branding, PR, finance, POS, Coffee suppliers and Website design

04 BUDGET & ESTIMATES

BUDGET & ESTIMATES
We submit final pricing inline with the final approved Concept. This includes equipment specification FF & E.

05 APPROVAL & FIT-OUT

APPROVAL & FIT-OUT
Once we receive approval from the concern authority. Everthing start to come together as we begin construction. This includes Project Management.

06 HANDOVER SUPPORT

HANDOVER SUPPORT
Our support doesn't stop once you open the doors. Our constant support and service will be provided as required even after the project handover.

💡 HTS Interior Design

USER INTERVIEWS

Choosing the act

Parking the car

What to do?

Finding his seat

The end

Ticket check

Buying ticket

Theater!

Hanging his coat

Act!

💡 Zbigniew Gecis

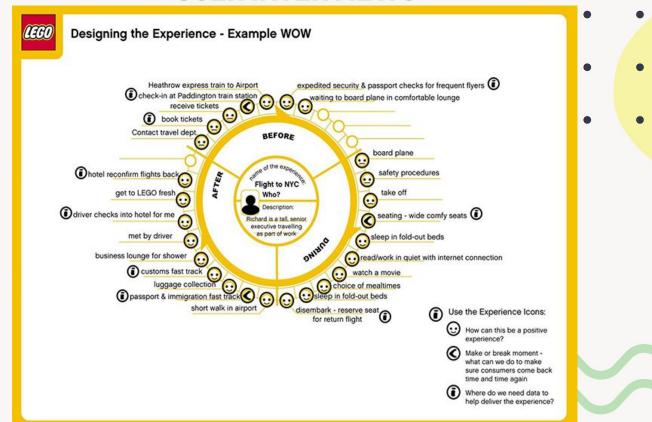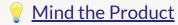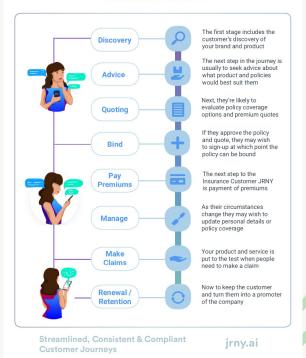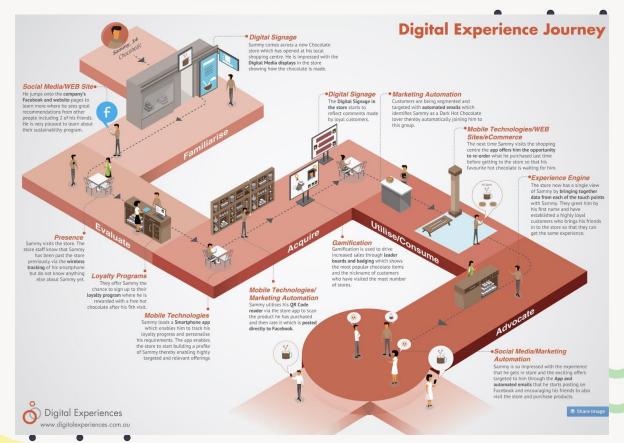# USER INTERVIEWS

💡 Pace

USER INTERVIEWS

💡 Mind the Product

USER INTERVIEWS

The Insurance Customer JRNY

jrny

Discovery — The first stage includes the customer's discovery of your brand and product

Advice — The next step in the journey is usually to seek advice about what product and policies would best suit them

Quoting — Next, they're likely to evaluate policy coverage options and premium quotes

Bind — If they approve the policy and quote, they may wish to sign-up at which point the policy can be bound

Pay Premiums — The next step to the Insurance Customer JRNY is payment of premiums

Manage — As their circumstances change they may wish to update personal details or policy coverage

Make Claims — Your product and service is put to the test when people need to make a claim

Renewal / Retention — Now to keep the customer and turn them into a promoter of the company

Streamlined, Consistent & Compliant Customer Journeys

jrny.ai

💡 jrny.ai

USER INTERVIEWS

Digital Experience Journey

Sammy, 34
Chocoholic

Digital Signage
Sammy comes across a new Chocolate store which has opened at his local shopping centre. He is impressed with the **Digital Media displays** in the store showing how the chocolate is made.

Social Media/WEB Site
He jumps onto the **company's Facebook and website** pages to learn more where he sees great recommendations from other people including 2 of his friends. He is very pleased to learn about their sustainability program.

Digital Signage
The **Digital Signage in the store** starts to reflect comments made by loyal customers.

Marketing Automation
Customers are being segmented and targeted with **automated emails** which identifies Sammy as a Dark Hot Chocolate lover thereby automatically joining him to this group.

Mobile Technologies/WEB Sites/eCommerce
The next time Sammy visits the shopping centre the **app offers him the opportunity to re-order** what he purchased last time before getting to the store so that his favourite hot chocolate is waiting for him.

Experience Engine
The store now has a single view of Sammy by **bringing together data from each of the touch points** with Sammy. They greet him by his first name and have established a highly loyal customers who brings his friends in to the store so that they can get the same experience.

Familiarise

Evaluate

Acquire

Utilise/Consume

Advocate

Presence
Sammy visits the store. The store staff know that Sammy has been past the store previously via the **wireless tracking** of his smartphone but do not know anything else about Sammy yet.

Loyalty Programs
They offer Sammy the chance to sign up to their **loyalty program** where he is rewarded with a free hot chocolate after his 9th visit.

Mobile Technologies
Sammy loads a **Smartphone app** which enables him to track his loyalty progress and personalise his requirements. The app enables the store to start building a profile of Sammy thereby enabling highly targeted and relevant offerings

Mobile Technologies/ Marketing Automation
Sammy utilises his **QR Code reader** via the store app to scan the product he has purchased and then rate it which is **posted directly to Facebook.**

Gamification
Gamification is used to drive increased sales through **leader boards and badging** which shows the most popular chocolate items and the nickname of customers who have visited the most number of stores.

Social Media/Marketing Automation
Sammy is so impressed with the experience that he gets in store and the exciting offers targeted to him through the **App and automated emails** that he starts posting on Facebook and encouraging his friends to also visit the store and purchase products.

Hi Sam!

Digital Experiences
www.digitalexperiences.com.au

Share Image

💡 [Boagworld](#)

USER INTERVIEWS

💡 Carys Tait

USER INTERVIEWS

💡 99designs

USER INTERVIEWS

USER INTERVIEWS

💡 [Copper](#)

USER INTERVIEWS

1 Review Goals
Consider organizational goals for the product or service at large, and specific goals for a customer journey mapping initiative.

2 Gather Research
Review all relevant user research, which includes both qualitative and quantitative findings to provide insights into the customer experience.

3 Empathy Map
Get a well-rounded sense of how it feels to be that persona in this experience, specifically focusing on what they're thinking, feeling, seeing, hearing, saying and doing.

4 Touchpoint & Channel Brainstorms
As a team, generate a list of the customer touch points and the channels on which those touch points occur today.

5 Brainstorm With Lenses
The goal of lensed brainstorming is to generate as many ideas as possible in a short period of time.

6 Affinity Diagram
Affinity diagramming helps us shift from casting a wide net in exploring many possibilities, to gaining focus on the right solutions for this audience.

7 Sketch The Journey
Put together all the pieces: timeline, touchpoints, channels, emotional highs and lows, and all the wonderful new ideas the team generated for how to improve the future customer journey.

8 Refine & Digitize
If visual design isn't your strong suit, consider collaborating closely with a visual designer who can transform the journey map sketch into an impressive artefact.

9 Share & Use
It can be beneficial to maintain journey maps over time. The output of a journey map can serve as a backbone for strategic recommendations and more tactical initiatives.

Source: UX Mastery

💻 Editable template | Venngage

USER INTERVIEWS

💡 [MISC Magazine](#)

USER INTERVIEWS

💡 Pie Prapawuttikul, Yongqifang Hu, Jun Zhao, and Jiajin Lan
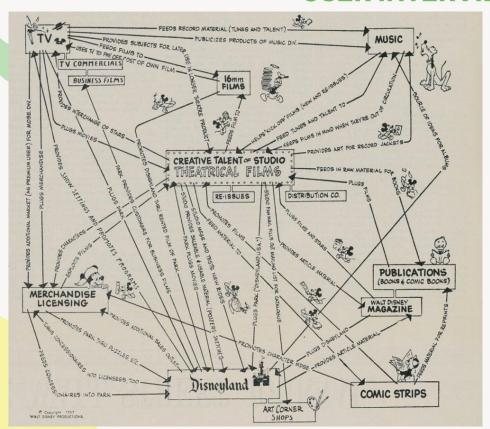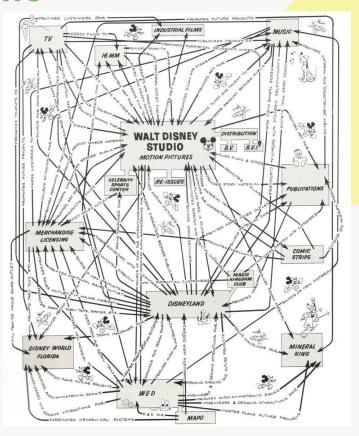
USER INTERVIEWS

USER INTERVIEWS

💡 Disney via Reforge

More resources

Everything you need to create beautiful, effective customer journey maps:

- [Best Customer Journey Map Templates and Examples](#)
- [UX Research Field Guide: Customer Journey Maps](#)
- [25 Tools to Create Stunning Customer Journey Maps (Templates Included)](#)