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# CUSTOMER JOURNEY MAPPING STEP BY STEP



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# What is Customer Journey Mapping?

Customer Journey Mapping (CJM) is a visualization technique that lets you see all interactions customers have with your services or products.





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# What do I get with CJM?

- Better understanding of the end-to-end customer experience (CX)
- Improving cross-functional processes
- Eliminating corporate silos
- Marketing efficiency improvement
- Retaining customers
- Getting a single view of your customers



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Here's the algorithm:

1. Gather as much data as you can
2. Define your customer persona
3. Set customer journey stages, customer goals, and touchpoints
4. Map your persona's experience
5. Add the rest of your findings



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LET'S GO OVER EACH STEP

Suppose we have a pizza restaurant





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## Gathering data

- Use whatever customer data you already have
- Make hypothesis
- Get all web data analytics
- Conduct interviews & context inquiries
- Ask customers to take surveys
- Let customers participate in CJM workshop!
- Check out what's going on in your rivals' labs.





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# Define your customer persona

Persona is a collective image of a particular group of your customers which describes their background, goals, motivations, pain points etc.

Our persona will be Eva Molin.  
She's 29, works as a journalist in LA,  
USA.

**Eva Molin - Pizza Lover**

**Demographic**  
Female 29 years  
LA  
Journalist  
Medium

**Background**  
Eva is 29 and she works as a journalist. She has a boyfriend and they both share their love for a finger-licking pizza

**Skills**  
Tech Savvy  
0 25 50 75 100

**Frustrations**  
Eva is afraid of gaining extra weight because she's always on TV

**Goals**  
Find a new pizza house with tasty pizza, nice atmosphere and acceptable prices



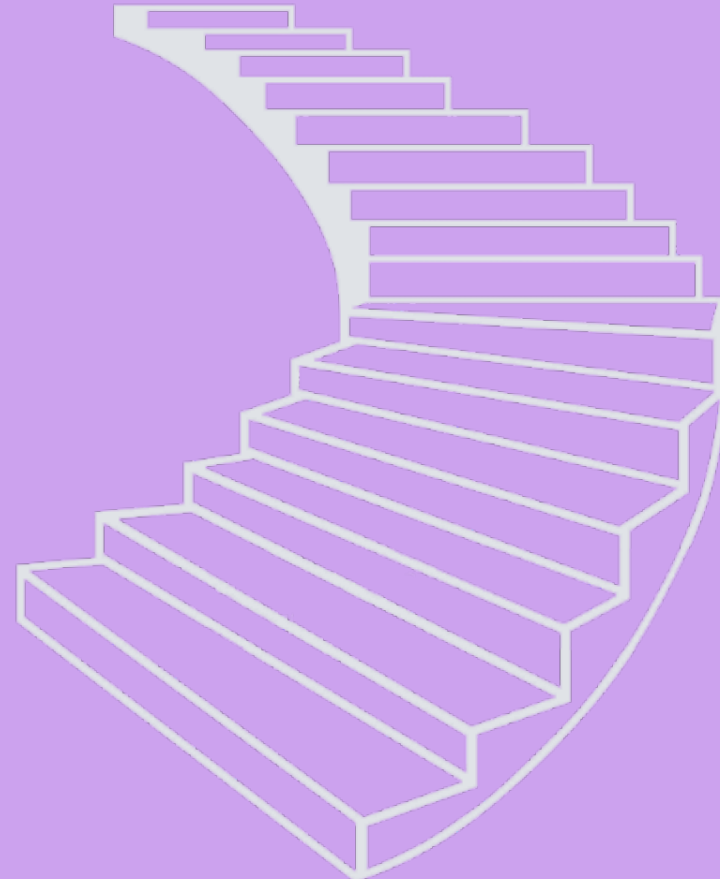
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# Set customer journey stages

The number of stages will differ from business to business. For our pizza restaurant, we'll take 9 stages. They are:

- Aware
- Research
- Arrive at the restaurant
- Order pizza
- Wait for the order
- Eat pizza
- Leave the restaurant
- Leave feedback
- Return





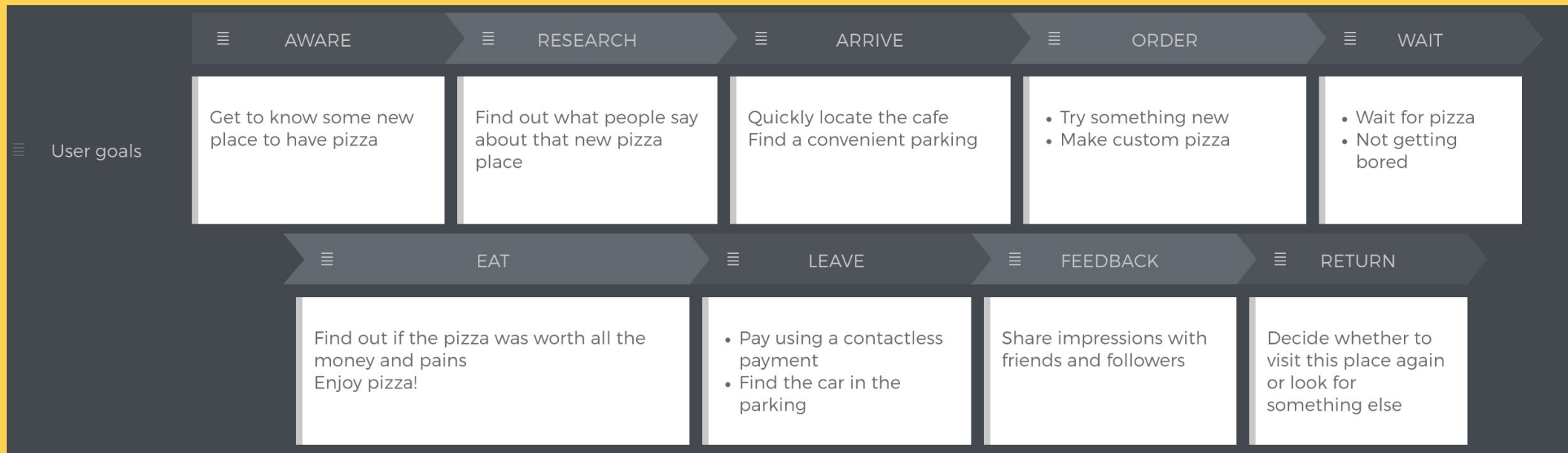


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# Set customer goals

Setting customer goals at each stage is great because you gain the understanding of how your business goals align with the customers' needs. You also see how you can improve your service to meet customer's needs better winning their loyalty.





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# Define touchpoints

Touchpoints are encounters that happen between your business and customers  
In the case with the pizza restaurant, touchpoints might be:

**Aware:** billboard, friends, Internet, signboard

**Research:** website, Yelp, friends

**Arriving:** façade, signboards, parking, staff

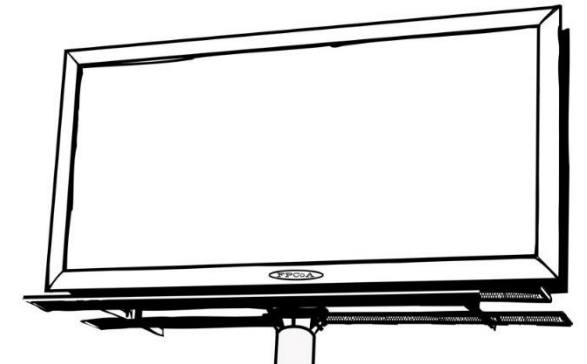
**Ordering:** waiter, menu

**Waiting:** restaurant interior

**Leaving:** paying terminal, waiter, other staff

**Feedback:** website, Facebook, Twitter etc.

**Return:** promo email from your company

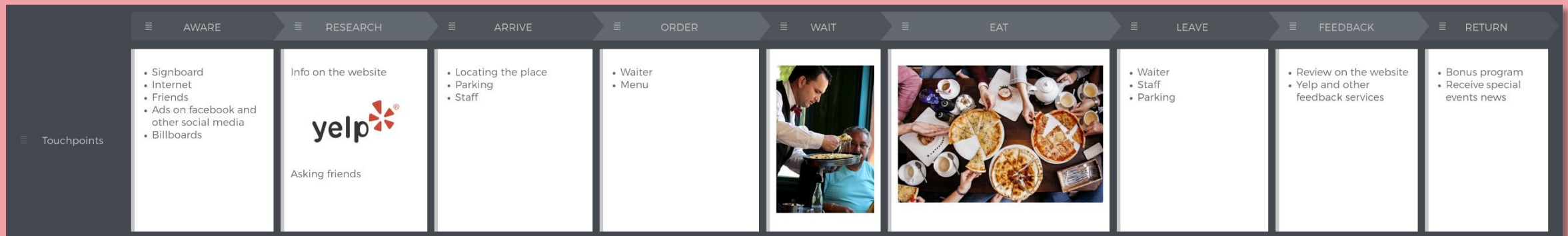




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# Put them on your map

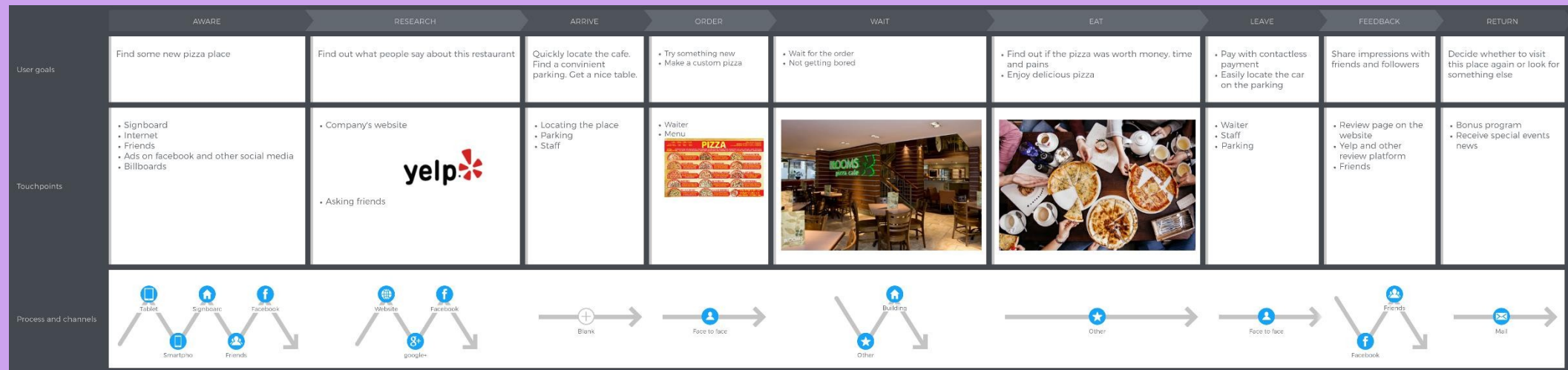




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# Adding processes & channels

You may want to include these to see what channels your persona uses and what types of processes are in her journey





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# Add problems & ideas

Time to explore what problems Eva might have when ordering pizza at our restaurant. It could be:









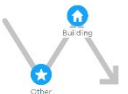




- **Aware & research:** lack of info, few reviews, ads don't show uniqueness of your offer
- **Arriving:** troubles locating your place
- **Ordering:** nothing about calories and poor pizza descriptions
- **Waiting:** troubles finding restrooms

Etc.



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# Add ideas on how to fix it and put it all on the map:

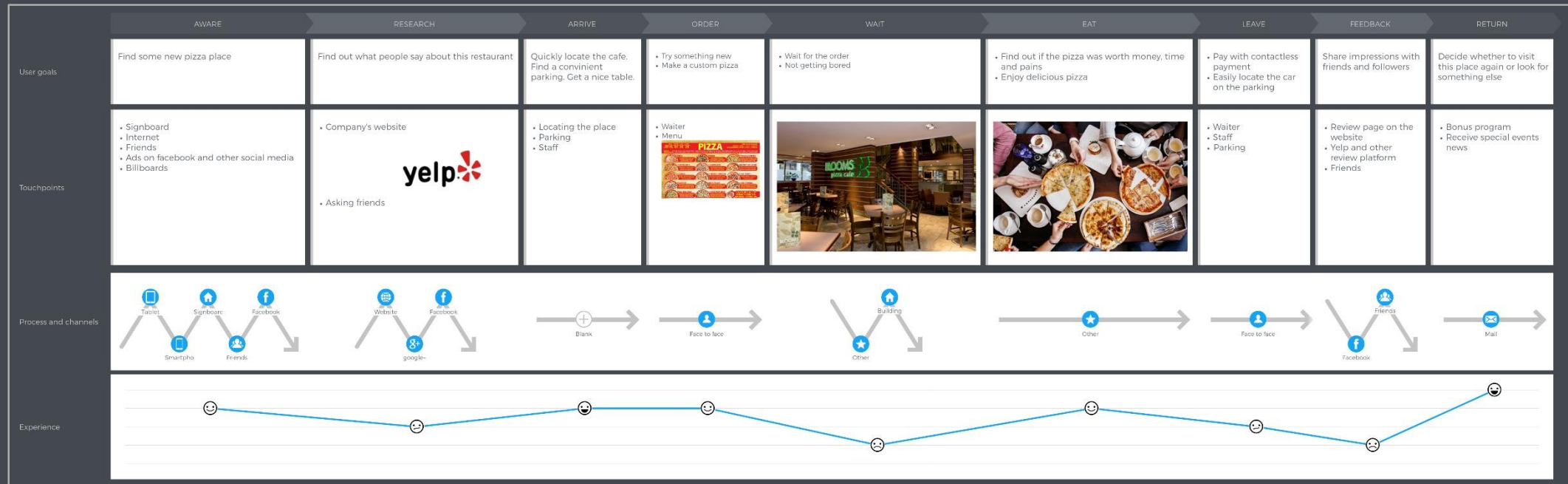
	AWARE	RESEARCH	ARRIVE	ORDER	WAIT	EAT	LEAVE	FEEDBACK	RETURN
User goals	Find some new pizza place	Find out what people say about this restaurant	Quickly locate the cafe. Find a convenient parking. Get a nice table.	<ul style="list-style-type: none"> <li>Try something new</li> <li>Make a custom pizza</li> </ul>	<ul style="list-style-type: none"> <li>Wait for the order</li> <li>Not getting bored</li> </ul>	<ul style="list-style-type: none"> <li>Find out if the pizza was worth money, time and pains</li> <li>Enjoy delicious pizza</li> </ul>	<ul style="list-style-type: none"> <li>Pay with contactless payment</li> <li>Easily locate the car on the parking</li> </ul>	Share impressions with friends and followers	Decide whether to visit this place again or look for something else
Touchpoints	<ul style="list-style-type: none"> <li>Signboard</li> <li>Internet</li> <li>Friends</li> <li>Ads on facebook and other social media</li> <li>Billboards</li> </ul>	<ul style="list-style-type: none"> <li>Company's website</li> </ul>  <ul style="list-style-type: none"> <li>Asking friends</li> </ul>	<ul style="list-style-type: none"> <li>Locating the place</li> <li>Parking</li> <li>Staff</li> </ul>	<ul style="list-style-type: none"> <li>Waiter</li> <li>Menu</li> </ul> 			<ul style="list-style-type: none"> <li>Waiter</li> <li>Staff</li> <li>Parking</li> </ul>	<ul style="list-style-type: none"> <li>Review page on the website</li> <li>Help and other review platform</li> <li>Friends</li> </ul>	<ul style="list-style-type: none"> <li>Bonus program</li> <li>Receive special events news</li> </ul>
Process and channels									
Problems	<ul style="list-style-type: none"> <li>Ads do not show our uniqueness</li> </ul>	<ul style="list-style-type: none"> <li>Lack of descriptive info about the restaurant</li> <li>Feedback section doesn't seem to be popular among users</li> </ul>	<ul style="list-style-type: none"> <li>Troubles locating the restaurant</li> </ul>	<ul style="list-style-type: none"> <li>No vegan pizza on the menu</li> <li>Composition of pizza isn't clear from the menu</li> <li>Amount of calories isn't specified</li> <li>Waiters lack menu knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Background music is loud</li> <li>Screaming kids</li> </ul>	<ul style="list-style-type: none"> <li>Salty pizza</li> <li>Not matching order requirements</li> <li>Not clear where the restrooms are</li> <li>Lines to the restroom</li> </ul>	<ul style="list-style-type: none"> <li>Troubles finding cars on the parking</li> </ul>	<ul style="list-style-type: none"> <li>Mandatory sign up spooks customers away from leaving feedback</li> </ul>	<ul style="list-style-type: none"> <li>Event newsletter doesn't provide required information</li> </ul>
Ideas	<ul style="list-style-type: none"> <li>Make ads more attractive by including info about special pizza parties</li> </ul>	<ul style="list-style-type: none"> <li>Make content more human-friendly and descriptive</li> <li>Review the feedback section</li> </ul>	<ul style="list-style-type: none"> <li>Add a recognizable object for easier location e.g. a well-seen signboard</li> </ul>	<ul style="list-style-type: none"> <li>Add a vegetarian pizza</li> <li>Put calories and more info on ingredients next to pizza description and price</li> <li>Better training for waiters</li> </ul>	<ul style="list-style-type: none"> <li>Find the optimal music volume level</li> <li>Add a kids room</li> </ul>	<ul style="list-style-type: none"> <li>Review the recipes</li> <li>Improve the way specific requirements are delivered to the kitchen</li> <li>Provide a clear navigation around the restaurant. Could be a map in the menu. Or step-like stickers on the floor</li> <li>Find a way to deal with long lines to the restrooms or keep customers busy while in line e.g. a puzzle or TV</li> </ul>	<ul style="list-style-type: none"> <li>Introduce a method for easier car search e.g. divide the parking into sections in a creative way - superhero theme. A Star Wars row etc.</li> </ul>	<ul style="list-style-type: none"> <li>Eliminate required registration and make leaving feedback easier</li> </ul>	<ul style="list-style-type: none"> <li>Provide more information about event and parties in newsletters</li> </ul>



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# Emotional graph

Never underestimate the power of visualization. UXPressia CJM tool offers a nice-looking graph to map the emotional journey of your customers!





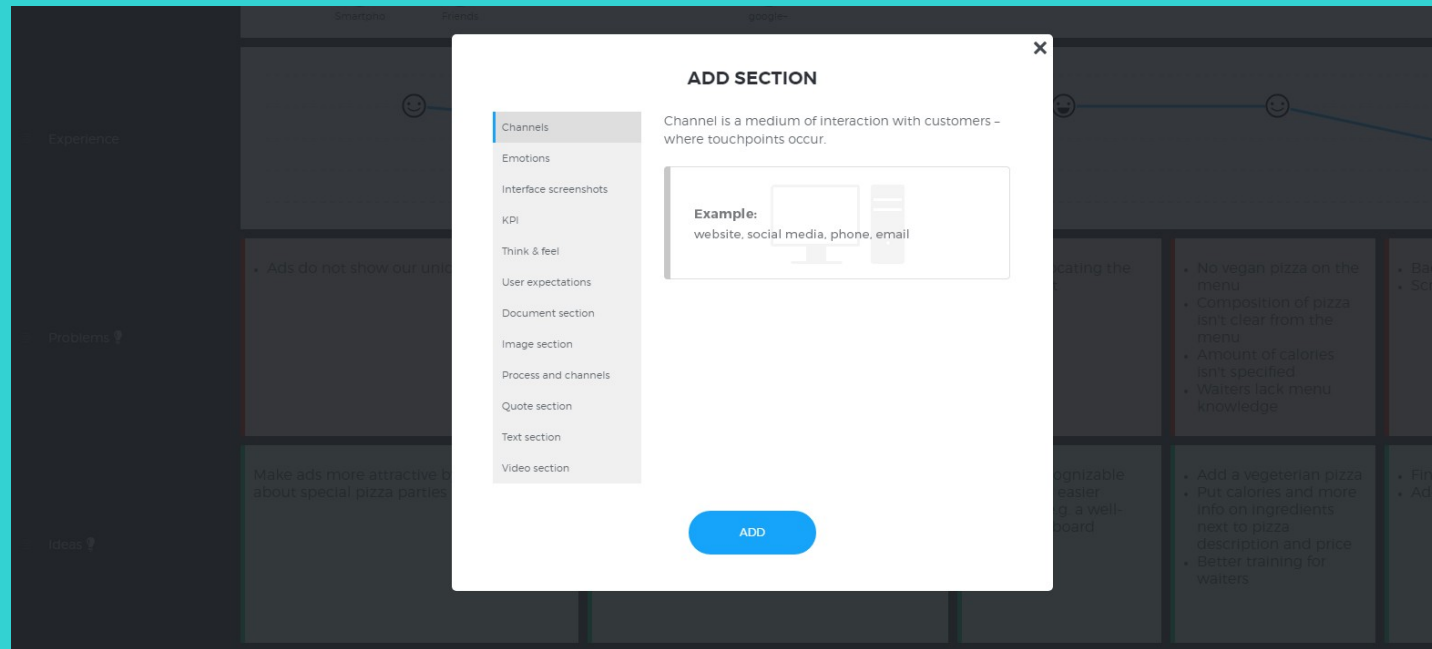
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# Be creative!

Keep exploring Eva's journey to find more insights and then add them all to the map!

If you use UXPressia (which you should!) check out other CJM section like user expectations, images, documents, KPI, and even videos!







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**WHAT'S NEXT?**



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Time to create a **CJM** yourself with  
UXPressia's

# Customer Journey Online Tool

<https://uxpressia.com/customer-journey-map-online-tool>

