

# CUSTOMER JOURNEY MAPPING STEP BY STEP



# 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.





# 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
- $\rightarrow$  Getting a single view of your customers



# 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



# LET'S GO OVER EACH STEP

#### Suppose we have a pizza restaurant





# Gathering data

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





### 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.

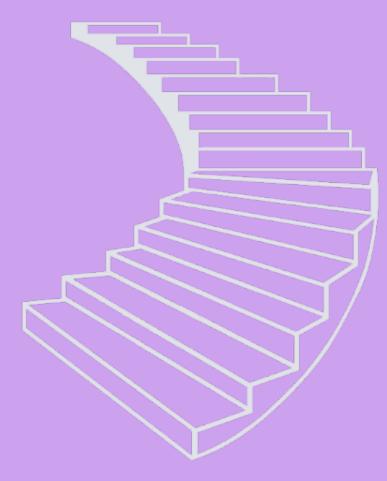
	Eva Molin - Pizza Lover				
	<b>Background</b> Eva is 29 and she works as a journalist. She ha for a finger-licking pizza	s a boyfriend and they both share their love			
Demographic Pernale 29 years PLA Journalist	Skills Tech Savvy 0 25 50 75 100	Frustrations Eva is afraid of gaining extra weight because she's always on TV			
Medium	<b>Coals</b> Find a new pizza house with tasty pizza, nice a	tmosphere and acceptable prices			



## 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:

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





# 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.

	≣ AWARE	≡ RESEARCH	≡ ARRIVE	≡ ORDER	≣ WAIT
≡ User goals	Get to know some place to have pizza		Quickly locate the cafe Find a convenient parking	<ul><li>Try something new</li><li>Make custom pizza</li></ul>	<ul><li>Wait for pizza</li><li>Not getting bored</li></ul>
		EAT	E LEAVE	■ FEEDBACK	≣ RETURN
		t if the pizza was worth all the and pains izza!	<ul> <li>Pay using a contactless payment</li> <li>Find the car in the parking</li> </ul>	Share impressions with friends and followers	Decide whether to visit this place again or look for something else



# 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





# Put them on your map

≡ ,		■ RESEARCH				≣ LEAVE	■ FEEDBACK	≡ RETURN
	et ls n facebook and social media ards	Info on the website yelp	<ul> <li>Locating the place</li> <li>Parking</li> <li>Staff</li> </ul>	• Waiter • Menu		• Waiter • Staff • Parking	<ul> <li>Review on the website</li> <li>Yelp and other feedback services</li> </ul>	Bonus program     Receive special     events news



### 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





# 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
- $\rightarrow$  Arriving: troubles locating your place
- $\rightarrow$  Ordering: nothing about calories and poor pizza descriptions
- $\rightarrow$  Waiting: troubles finding restrooms

Etc.



### 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 convinient parking. Get a nice table.	• Try something new • Make a custom pizza	Wait for the order     Not getting bored	<ul> <li>Find out if the pizza was worth money, time and pains</li> <li>Enjoy delicious pizza</li> </ul>	<ul> <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	Signboard     Internet     Friends     Ads on facebook and other social media     Billboards	Company's website	<ul> <li>Locating the place</li> <li>Parking</li> <li>Staff</li> </ul>	• Weiter • Venu P22A			• Waiter • Staff • Parking	Review page on the website     Yeip and other review platform     Friends	Bonus program     Receive special events     news
Process and channels	Teleton Sontono Senartono Friedda	Weater Precision 000 000 000 000 000 000 000 0		Face to face	E di drg Other		Pace to face	Friends Friends	Mai Mai
Problems	• Ads do not show our uniquness	Lack of descriptive info about the restaurant     Feedback section doesn't seem to be     popular among users	Toubles locating the restaurant	<ul> <li>No vegan pizza on the menu</li> <li>Composition of pizza isn't clear from the menu</li> <li>Armount of calories isn't specified</li> <li>Waiters lack menu knowledge</li> </ul>	Background music is loud     Screaming kids	Salty pizza     Not matching order requirements     Not clear where the restrooms are     Lines to the restroom	Troubles finding cars on the parking	Mandatory sign up spocks customers away from leaving feedback	Event newsletter doesn't provide required information
kieas	Make ads more attractive by including info about special pizza parties	Make content more human-friendly and descriptive     Review the feedback section	Add a recognizable object for easier location e.g. a well- seen signboard	Add a vegeterian pizza     Dut calories and more info on ingredients next to pizza description and price     Better training for waiters	Find the optimal music volume level     Add a kids room	Review the recipes     Improve the way specific requirements are     delivered to the kitchen     Provide a clear navigation around the     restaurant. Could be a map in the menu. Or     step like stickers on the floor     ind a way to deal with long lines to the     restrooms or keep customers busy while in     line e.g. a puzzle or TV	Intoduce a method for easier car search e.g. divide the parking into sections in a creative way - superhero theme. A Star Wars row etc	Eliminate required registration and make leaving feedback easier	Provide more information about event and parties in newsletters



## Emotional graph

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





### 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!

	Smartpho Ariand	5	gcogle-		
			ADD SECTION	×	
		Channels	Channel is a medium of interaction with customers – where touchpoints occur.		
		Emotions Interface screenshots KPI	Example:		
	Ads do not show our unit	Think & feel User expectations Document section Image section Process and channels	website, social media, phone, email	cating the	
	Make ads more attractive b	Quote section Text section Video section		ognizable easier	
			ADD	g a well- board	



#### WHAT'S NEXT?



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

# Customer Journey Online Tool

#### <u>HTTPS://UXPRESSIA.COM/C\_USTOMER-</u> JOURNEY-MAP-\_ONLINE-TOOL

Maria Silva		AWARE	SEARCH	WAY TO CAFFEE
	≡ User goals	• To taste good coffee in an Interesting place	Find cafe nearby	Get there fast by feet     Quickly find cafe on site
Meet Maria Maria is a mid level manager at some	≡ Quote	ff All right, now I want coffee JJ	ff I have 15 minutes to grab my coffee and return to the office. JJ	rr Really cute sings on the
ar some company. Her working hours are from 9 a.m. till 6 p.m. She goes to the sea twice a year when having a vacation. Her income is quite good so	≡ Process	Maria completed an important stage of her work and decided to have something yummy as a reward. A thought of tasty coffee nearby crossed her mind.	<ol> <li>Maria asked workmates whether there is anything interesting nearby.</li> <li>Someone recalled takeaway coffee house has been opened recently.</li> <li>She looked it ap in a smartphone app and read the reviews.</li> <li>Maria headed to that cafe.</li> </ol>	<ol> <li>App showed the cafe v ground floor but the b contained a bunch of t here one might got los</li> <li>On the way to it she sa prints on the pavemen ing the very same coffs</li> <li>The cafe appeared to b ext to the main entran asphalt there was quite</li> </ol>
Maria can afford simple little pleasures (and delicac les) Maria lives with her	= Experience		<u>.</u>	÷