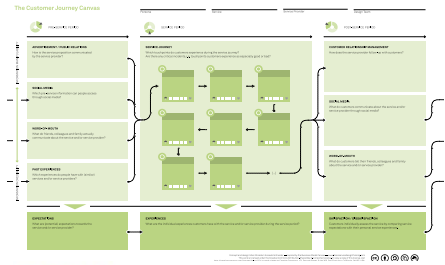




Crash Course in CX Journey Mapping

What is a Customer Journey Map?



cus-tom-er jour-ney map

...visually illustrates customers' processes, needs, & perceptions throughout their interaction and relationship with an organization

[Example Journey Maps]
<http://bit.ly/QrMfH3>
<http://bit.ly/NMdWZe>
<http://bit.ly/PAsw6J>

When Can Journey Mapping Be Used?



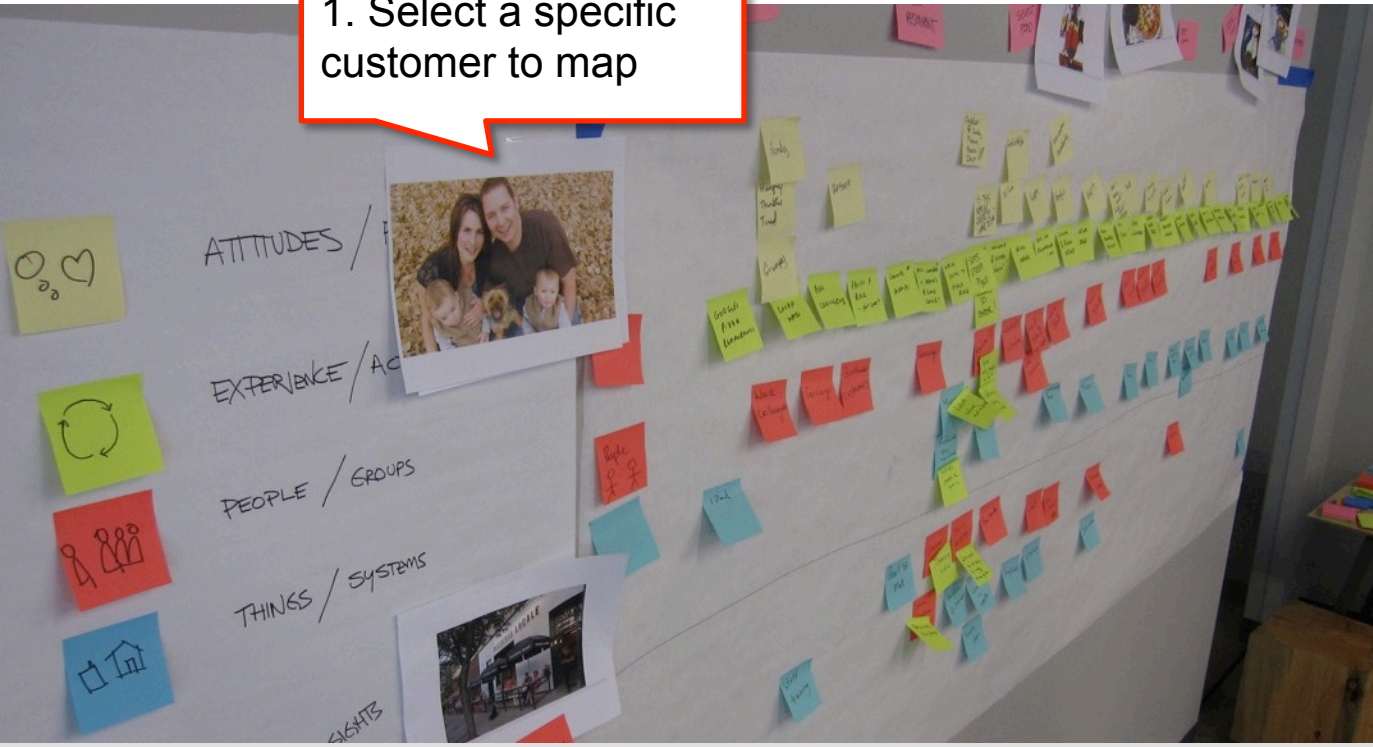
- **Understanding & diagnosing** experiences
- **Designing** experiences (redesign existing, create new)
- **Implementing** (as blue prints)
- **Communicating** (align, train, orient)

How To Map a Customer's Journey



How To Map a Customer's Journey

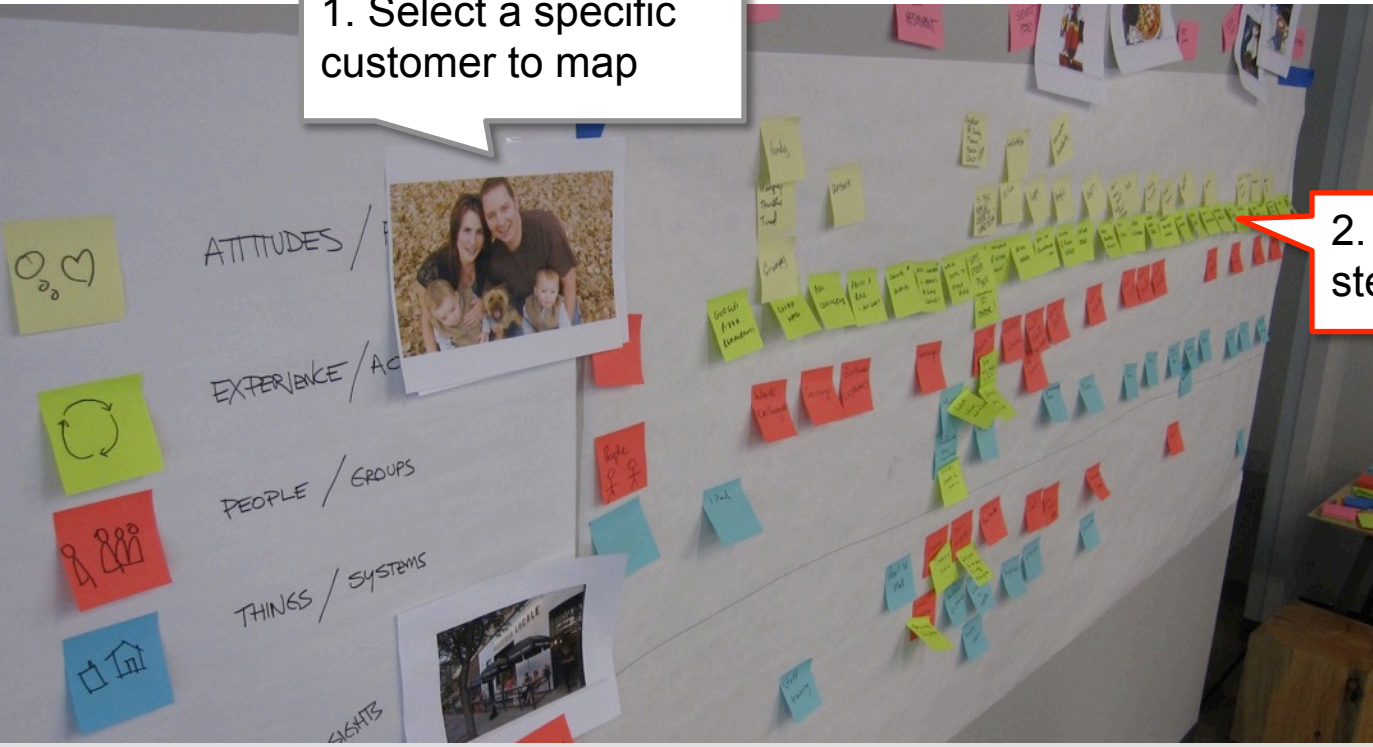
1. Select a specific customer to map



How To Map a Customer's Journey

1. Select a specific customer to map

2. Map a customer's step-by-step experience

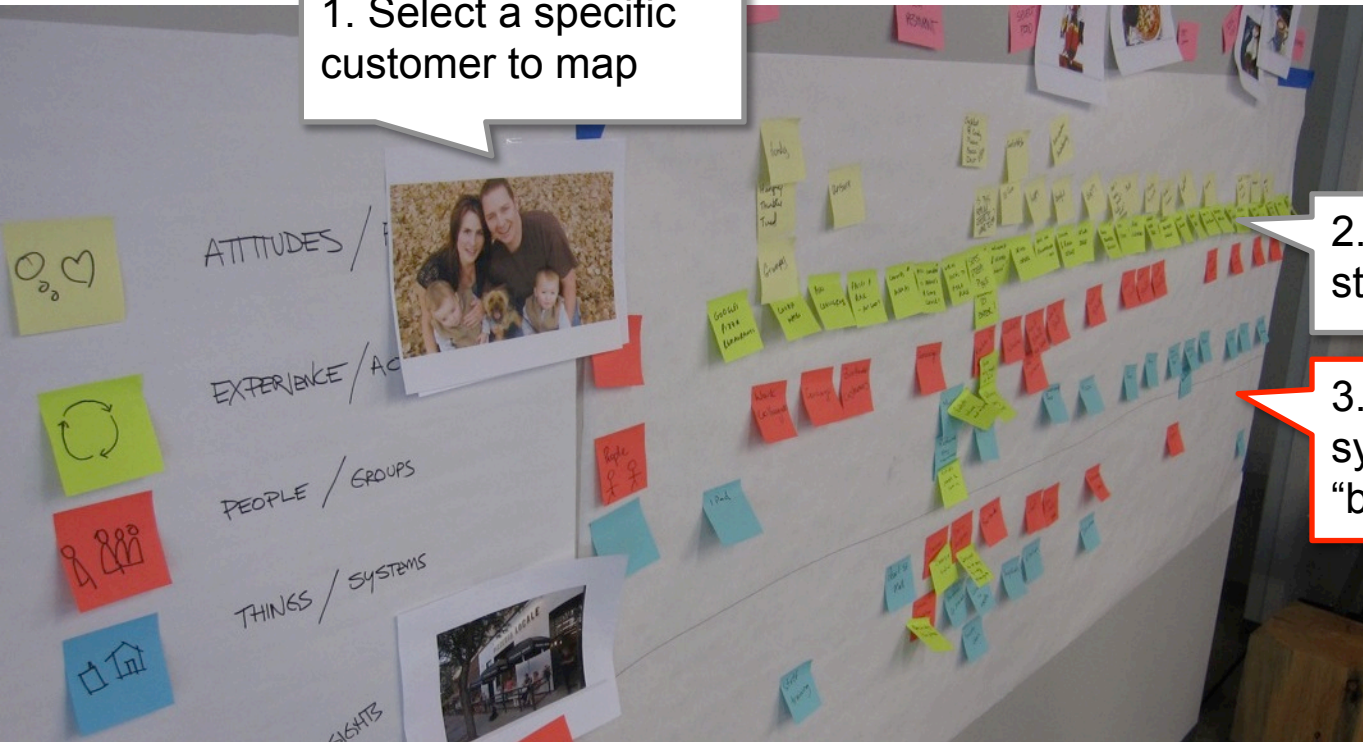


How To Map a Customer's Journey

1. Select a specific customer to map

2. Map a customer's step-by-step experience

3. Map touch points & systems "on stage" and "back stage"



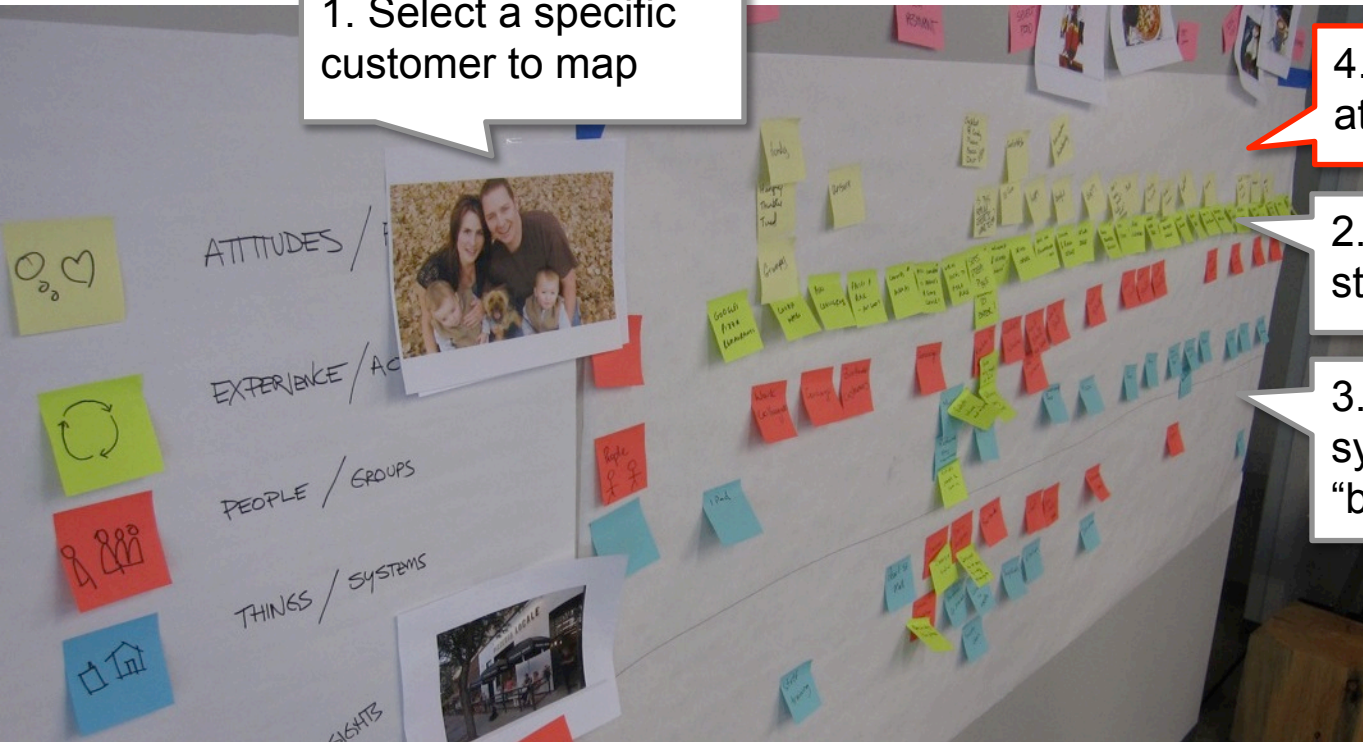
How To Map a Customer's Journey

1. Select a specific customer to map

4. Add customer attitudes and needs

2. Map a customer's step-by-step experience

3. Map touch points & systems "on stage" and "back stage"



How To Map a Customer's Journey

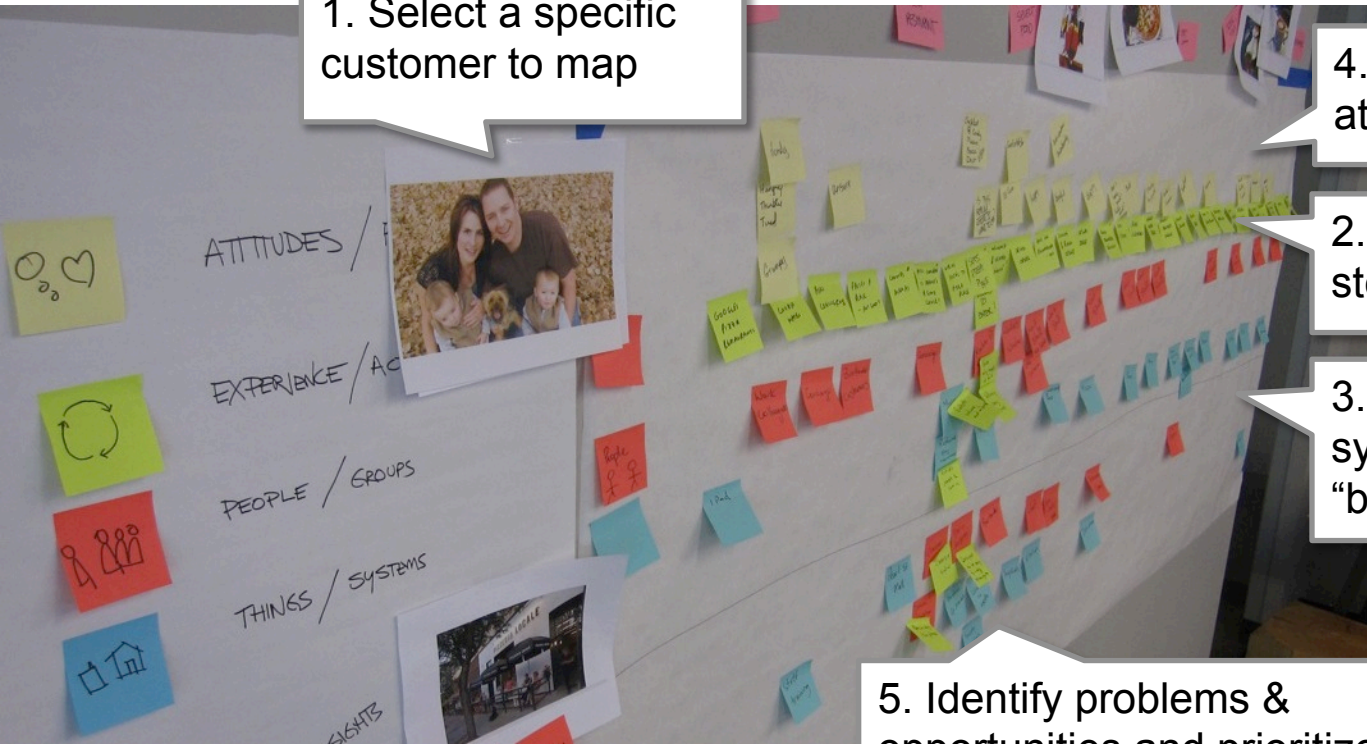
1. Select a specific customer to map

4. Add customer attitudes and needs

2. Map a customer's step-by-step experience

3. Map touch points & systems "on stage" and "back stage"

5. Identify problems & opportunities and prioritize



CX Journey Mapping Tips

Getting started...



Identify a **specific customer**
prospects, frustrated customers, extreme users...

Work from **point A to B**
map upstream and down

Keep it **collaborative**
use post-it notes, life-size artifacts

Focus on **moments that matter**
start lo-res, use appropriate detail

Start with **assumptions**
then validate and gather more data

Key Take Away Points

CX Journey Mapping

- Map to **understand & diagnose** experience issues
- Use maps to **reframe and reimagine** experiences
- Redesign experiences to **influence attitudes**
- Leverage mapping to **connect, collaborate, & align**

