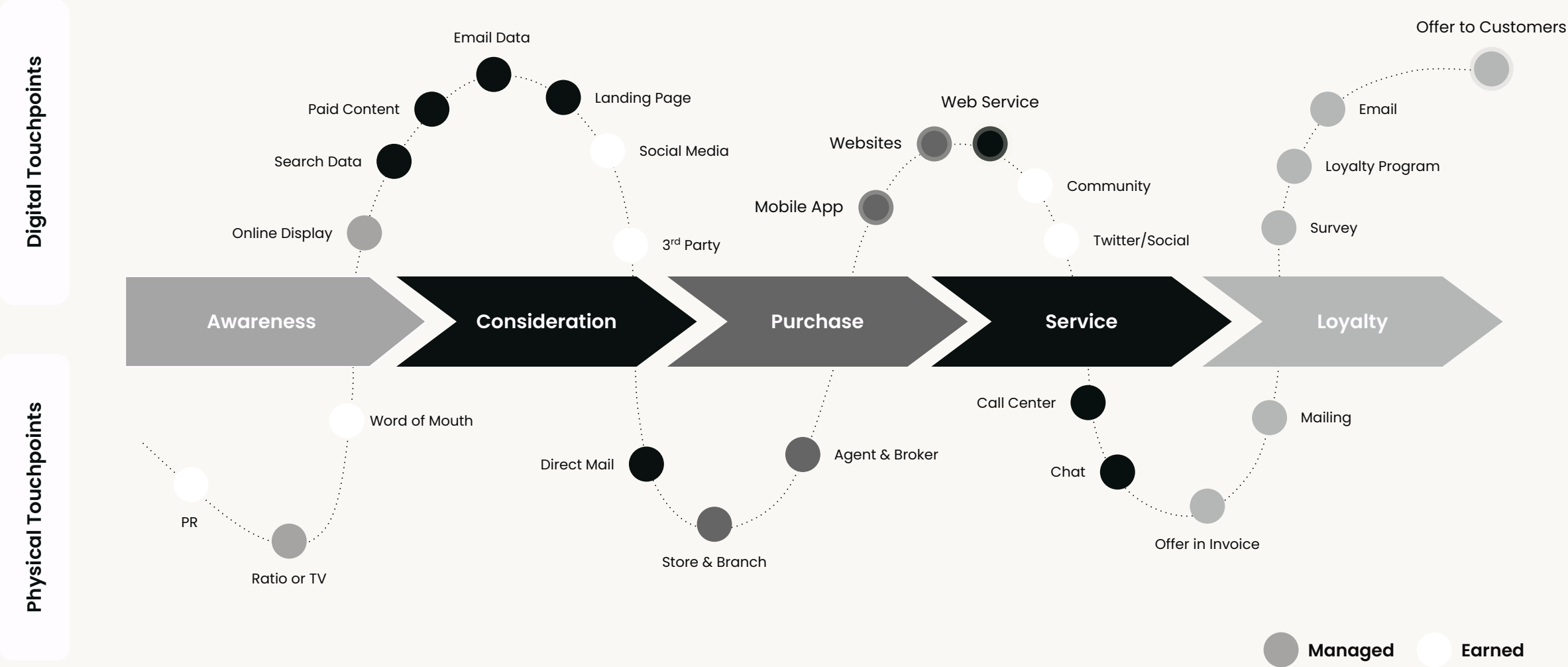


Customer Journey Map



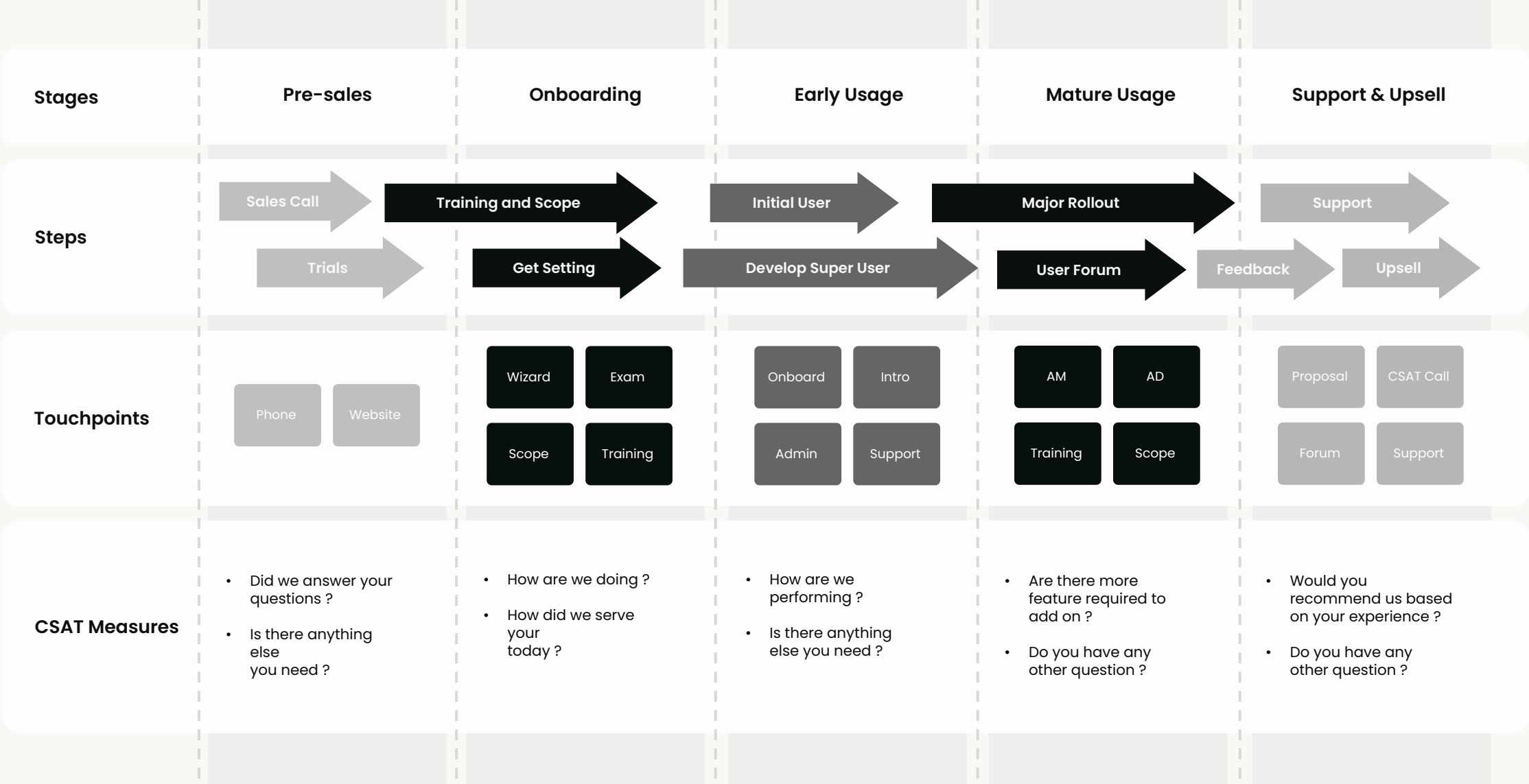
Customer Journey Map

Stages	Awareness		Consideration		Acquisition		Service		Loyalty													
Steps	Wants a news curation apps. Planning and analyzing is required		Discover landing page via search, compare apps	Browser features, gets trails, create accounts	Registers as paying user, receive activation email, updates accounts		Does not see the kind of news that interests	Applies filters & tags, sees the desired news	Receives offers for relevant events, discount for products, write review													
Touchpoints	Online Ads	Blog Content	News Releases	Social media	Landing Page	Apps Discovery	E - Shop	Sign Up Page	Product Page	Engagement	Interaction	User Experience	Personalization	Emails	Chat Options	All Features	Optimizations	In App Purchase	SMS Notifications	Vendor Partners	Social Media	Reviews
Departments		2				3		4			2				5		4				3	
Marketing		●				●		●			●				●		●				●	
Design		●				●		●			●				●		●				●	
Engineering						●		●							●		●				●	
User Experience								●							●		●					
Customer Success															●							

Customer Journey Map

Customer Stages <small>Identify all main stages of your customer journey</small>	Awareness	Consideration	Acquisition	Service	Loyalty
Customer Goal <small>What user want to accomplish in this stage ?</small>	No goals at this point	To find the best shoes	Order effortless & get the best price	Receive package on time	Repeat good customer service
Customer Action <small>Describe which action user need to do to reach the goals ?</small>	No goals at this point	Compare & evaluate	Search on website & add to cart	Track package, contact customer care	Sign up to loyalty programs
Touchpoint & Channels <small>How do user get information to Make a decision on reach goals ?</small>	Social post Ads	Word of Mouth Website	Add to cart Make payment	Delivery service Order notes	Subscribe Note tagging
Customer Thoughts <small>What are user thinking or expecting In these actions ?</small>	Ads are interesting	Hard to make decision	I hope I get right size	Delivery on time	Love my shoes, post on Instagram
Overall Experience <small>What are the users feeling in this Stage ?</small>	Interested, curious	Requires efforts but excited	Payment is painful	Excited & frustrated	Positive, happy to share
Pain Points <small>What are the problems or negating experience that user's are facing ?</small>	Information overloaded	It's hard to trust	Free shipping	Optional pick up	Reply to comments

Customer Journey Map



Customer Success Journey Map



Customer Journey Map

John Smith

Scenario : John needs to switch his current mobile plan. He wants a plan that can save his money without having to sacrifice usage limits.



Expectation

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support

Define

- Review current plan
- Define parameters for a new plan

"I wonder if I can pay less"

Compare

- Researches companies and offers on consumer report websites
- Uses current carrier website tools to compare options

"That offer seems like good deal"

Negotiate

- Calls current carrier to tell them she is shopping around
- Calls competitors to see what they can offer

"Ugh, why is this so difficult ?"

"Over it, I'm switching power"

Select

- Decides on a new plan and calls customer service to switch service

"Well, I guess that was worth it"

Opportunities

- Compare alternate company's offer for her
- Breakdown current plan into \$ amount
- Customer support via text messaging or chat

Internal Ownership + Metrics

- Customer Support Team : reduce average call time to 2 minutes
- Web Team : add functionality to allow user to compare our plans
- Marketing Team : competing offers to create competitor database

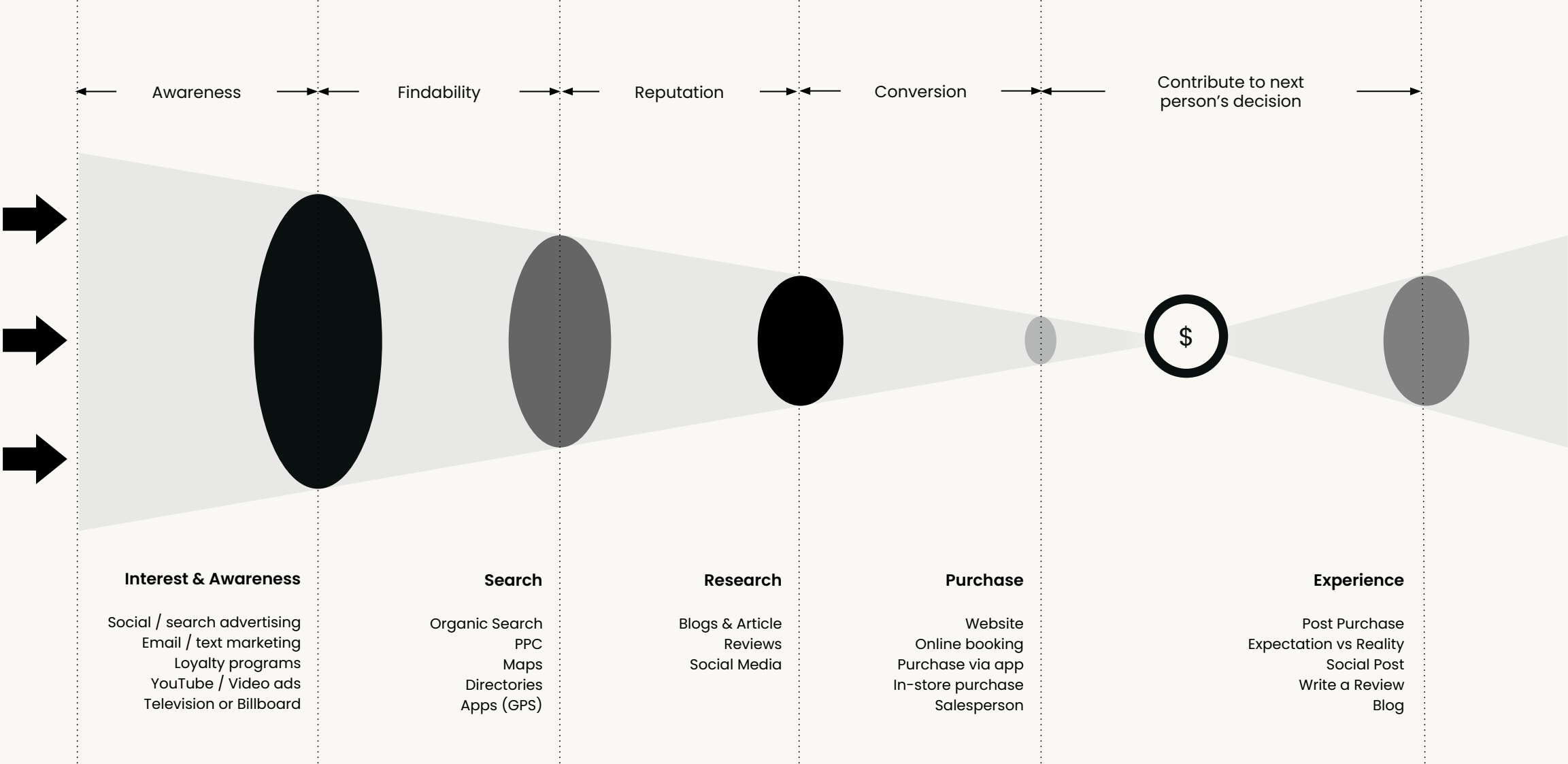
Customer Journey Map



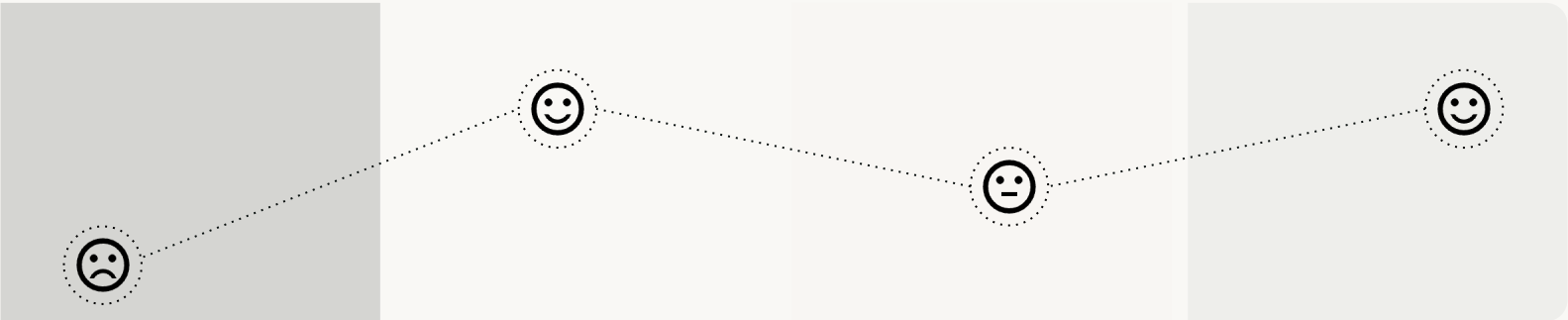
Who doesn't like travelling?
I really look forward to my next visit?

Stages of Journey	Explore Itineraries	Book a Tour	Pre-Tour	During Tour	Post-Tour
Customer Experience	<p>Touchpoints</p> <ul style="list-style-type: none"> • Tour details • Pre-sales support channel • Tour booking page 	<ul style="list-style-type: none"> • Tour booking page • Company apps 	<ul style="list-style-type: none"> • Tickets details page • Tour detail page 	<ul style="list-style-type: none"> • Tour guide 	<ul style="list-style-type: none"> • Photo album
	<p>Thinking & Feeling</p> <ul style="list-style-type: none"> • Lack in tour searching • Brochure not printable • Lack in real time support channel • No way to compare tours 	<ul style="list-style-type: none"> • Complicated booking process • Unable to book via smart devices 	<ul style="list-style-type: none"> • No direct way for printing tickets • Lack recommendation that aids the preparation • Lack local travelling information 	<ul style="list-style-type: none"> • Unhappy due to being persuaded to buy expensive souvenir • Unable to communicate with local people 	<ul style="list-style-type: none"> • Delighted when receiving the album
Recommend	<p>Ideas for Improvement</p> <ul style="list-style-type: none"> • Support advanced searching • Support printable brochures • Support social media • Allow comparison of tours 	<ul style="list-style-type: none"> • Simplify the page flow of booking • Add hints to fields • Support booking via apps 	<ul style="list-style-type: none"> • Support a direct plan function for tickets • Provide the planning checklist • Shows how to travel to the airport 	<ul style="list-style-type: none"> • Train tour guide for better communication skills • Ensure that the tour guide knows the language required to communicate 	<ul style="list-style-type: none"> • Easy album sharing • Account based album collection

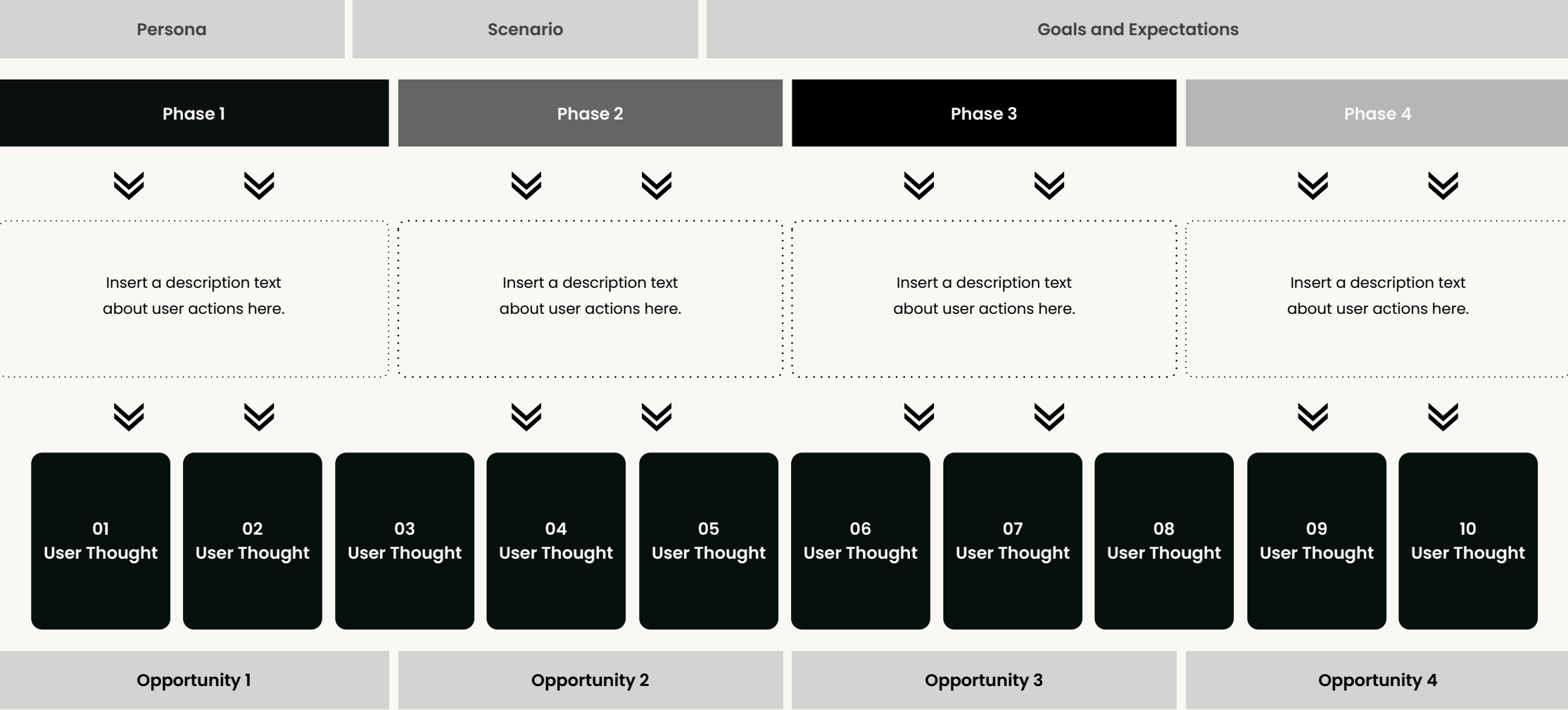
Customer Journey Map



Customer Journey Map

Different Stages	Stage 1	Stage 2	Stage 3	Stage 4
User Persona	Insert a description here			
Touchpoints	Insert a text here	Insert a text here	Insert a text here	Insert a text here
Thinking & Feelings	Insert a text here	Insert a text here	Insert a text here	Insert a text here
Emotions	 <p>The diagram shows a path of emotions across four stages. Stage 1 starts with 'Unhappy' (sad face icon). Stage 2 shows 'Happy' (smiling face icon). Stage 3 shows 'Neutral Emotion' (neutral face icon). Stage 4 ends with 'Happy' (smiling face icon). The path is indicated by a dotted line connecting the icons.</p>			
Recommend	Insert a text here	Insert a text here	Insert a text here	Insert a text here

Customer Journey Map



Customer Journey Map



John Smith
General Manager



Insert a description here
about your journey



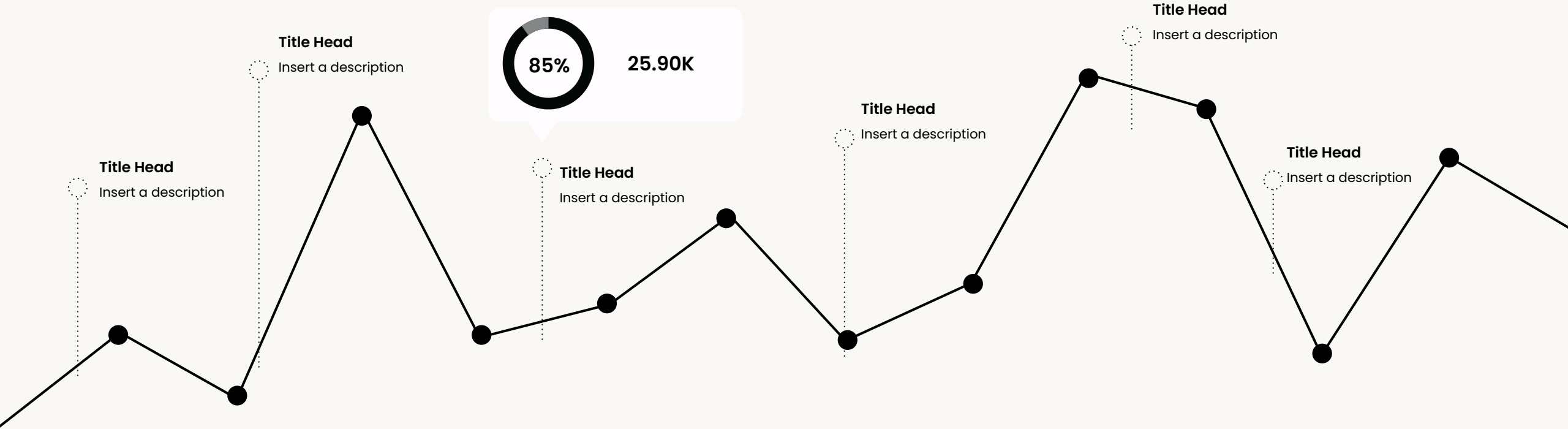
Insert a description here
about your journey



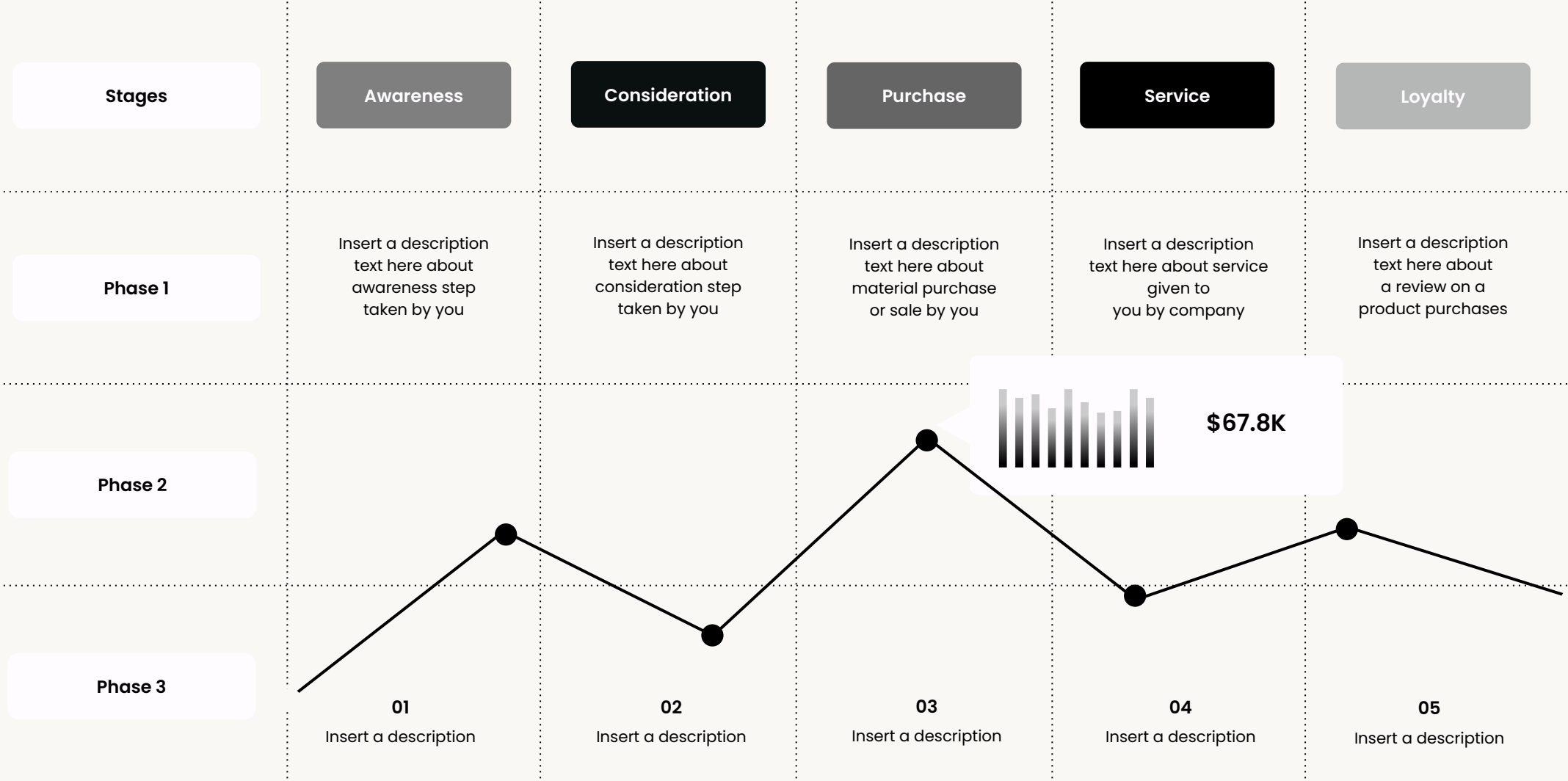
Insert a description here
about your journey



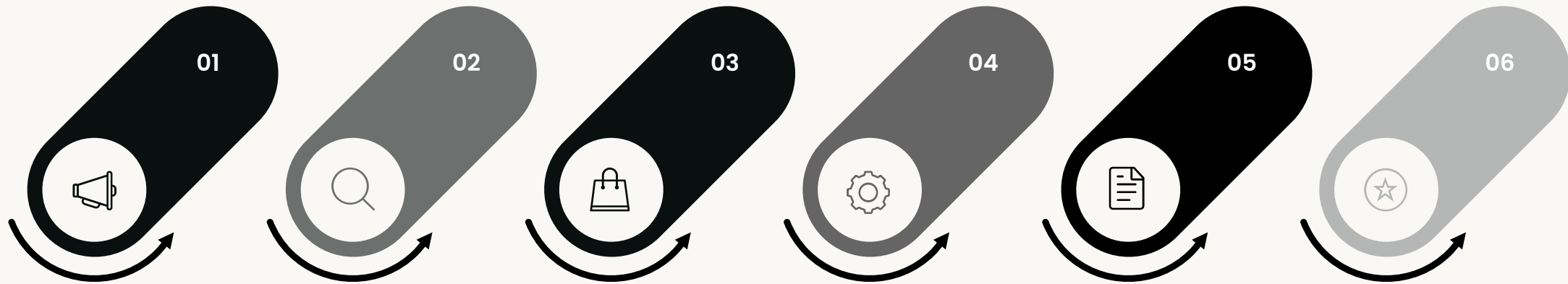
Insert a description here
about your journey



Customer Journey Map



Customer Journey Map



Awareness

- Social, online ads
- Search result
- Direct mail
- Word of mouth
- Radio, TV
- Print ads (flyer, poster etc.)

Consideration

- Media
- Video
- Infographics
- Blogs
- Recommendation
- Reviews

Ease of Purchase

- Website
- Appointments
- Locations

Service Sector

- Native apps
- Social messaging
- Live chat
- Emails
- Knowledge base

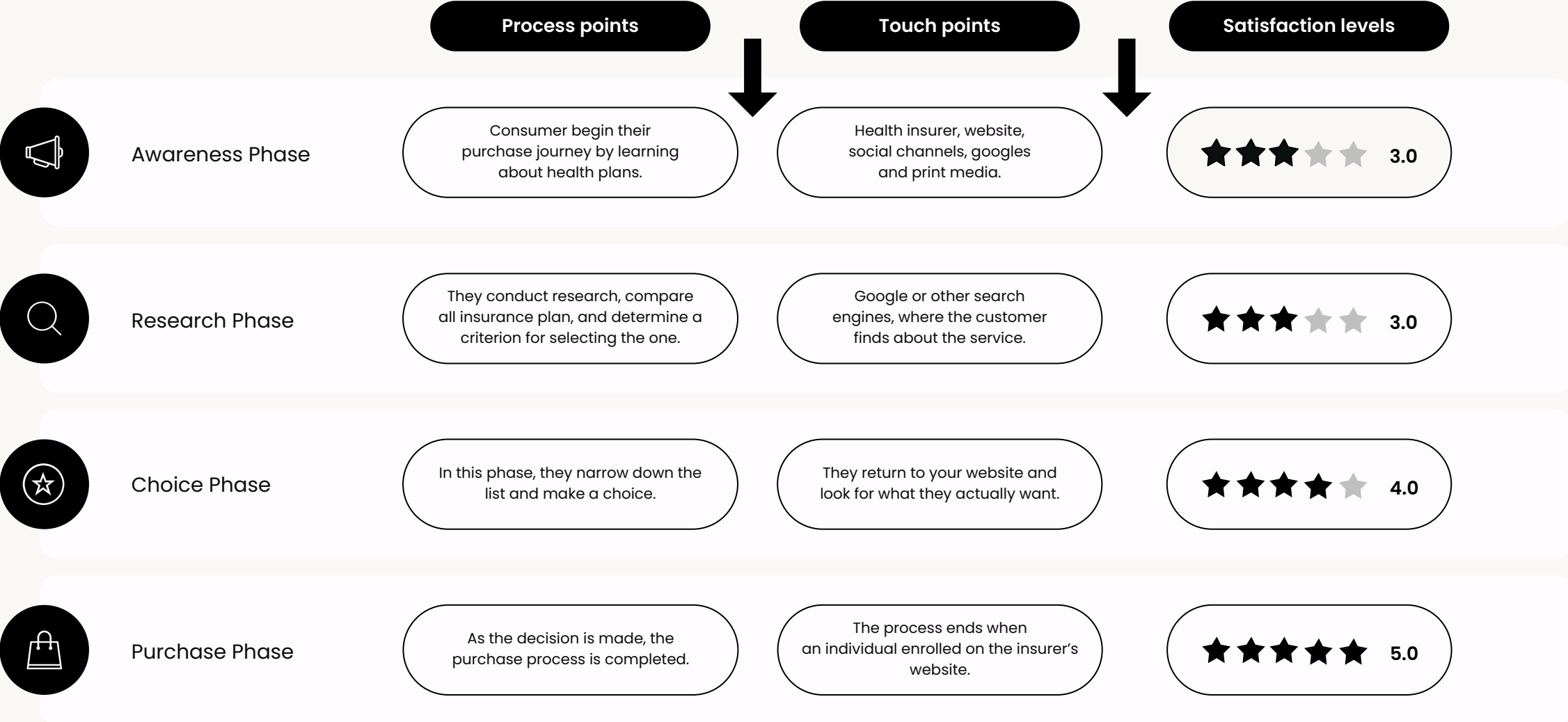
Nurture Loyalty

- Offers
- Surveys
- Blog content
- Social media
- Emails
- Customer service

Active Advocacy

- Recommendation
- Engagement
- User content
- Review

Customer Journey Map



Customer Journey Map



Persona Details

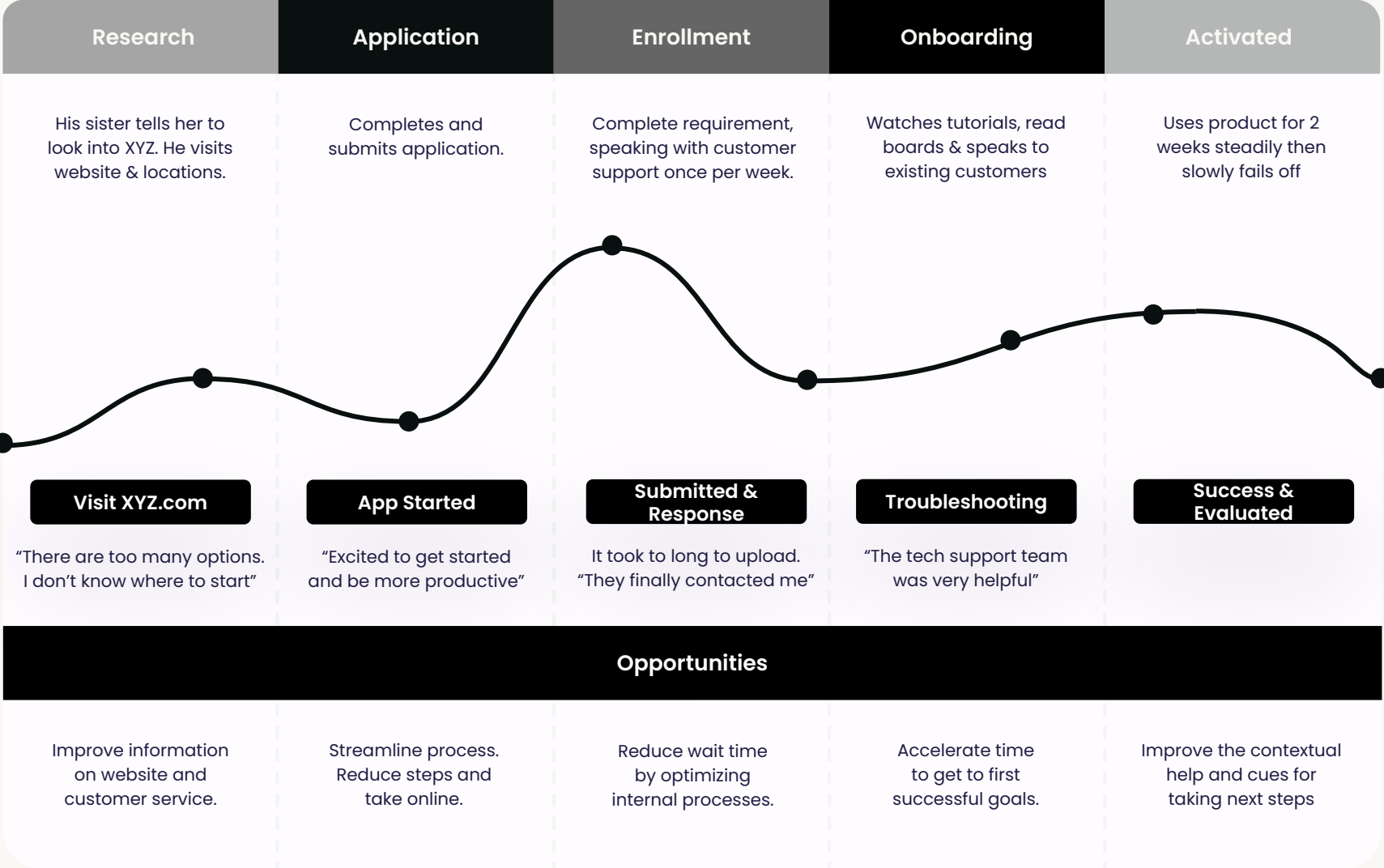
Biography of key attitudes and behaviors

Scope Summary

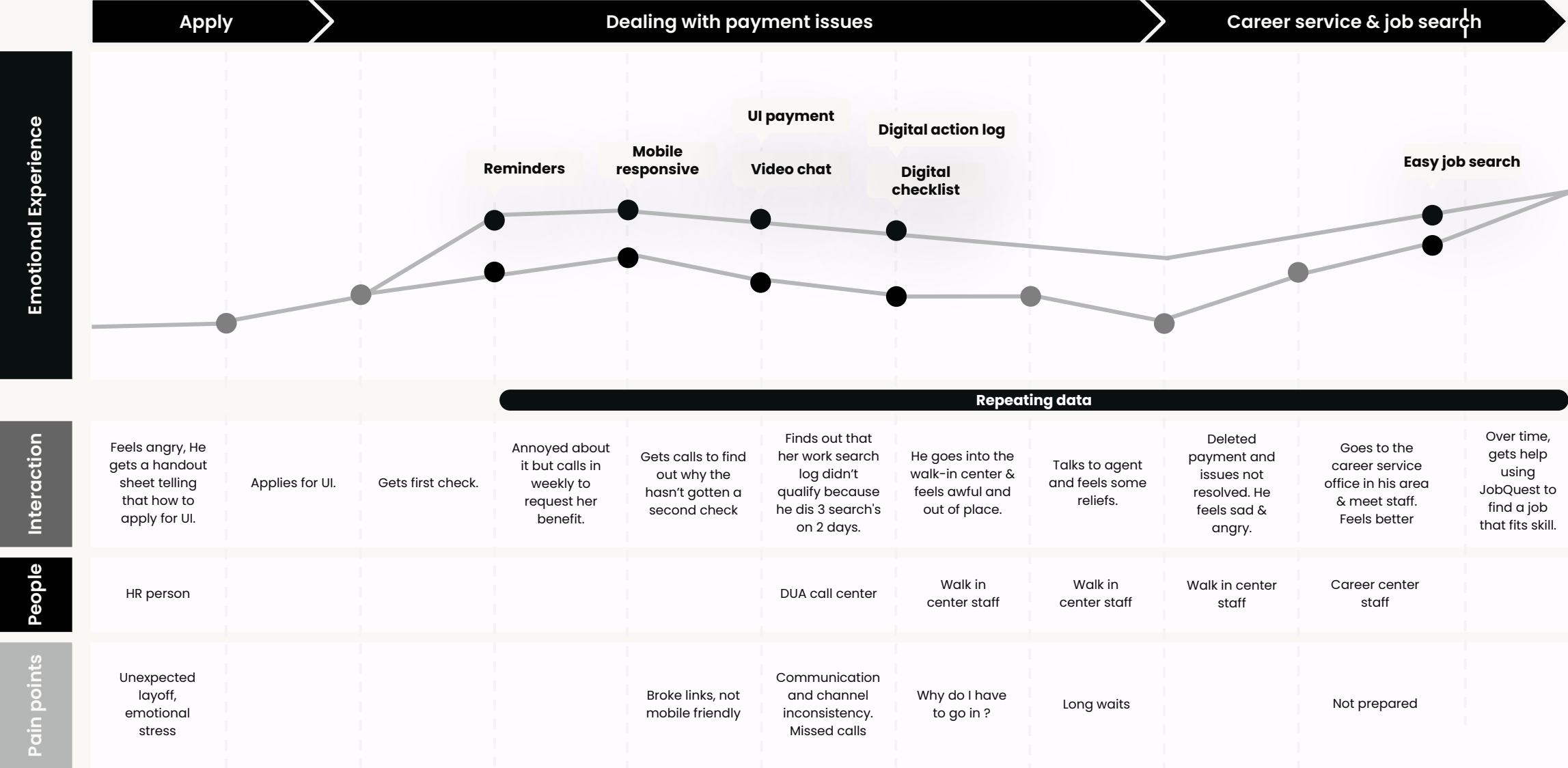
Detail the scope of the journey here

Goals

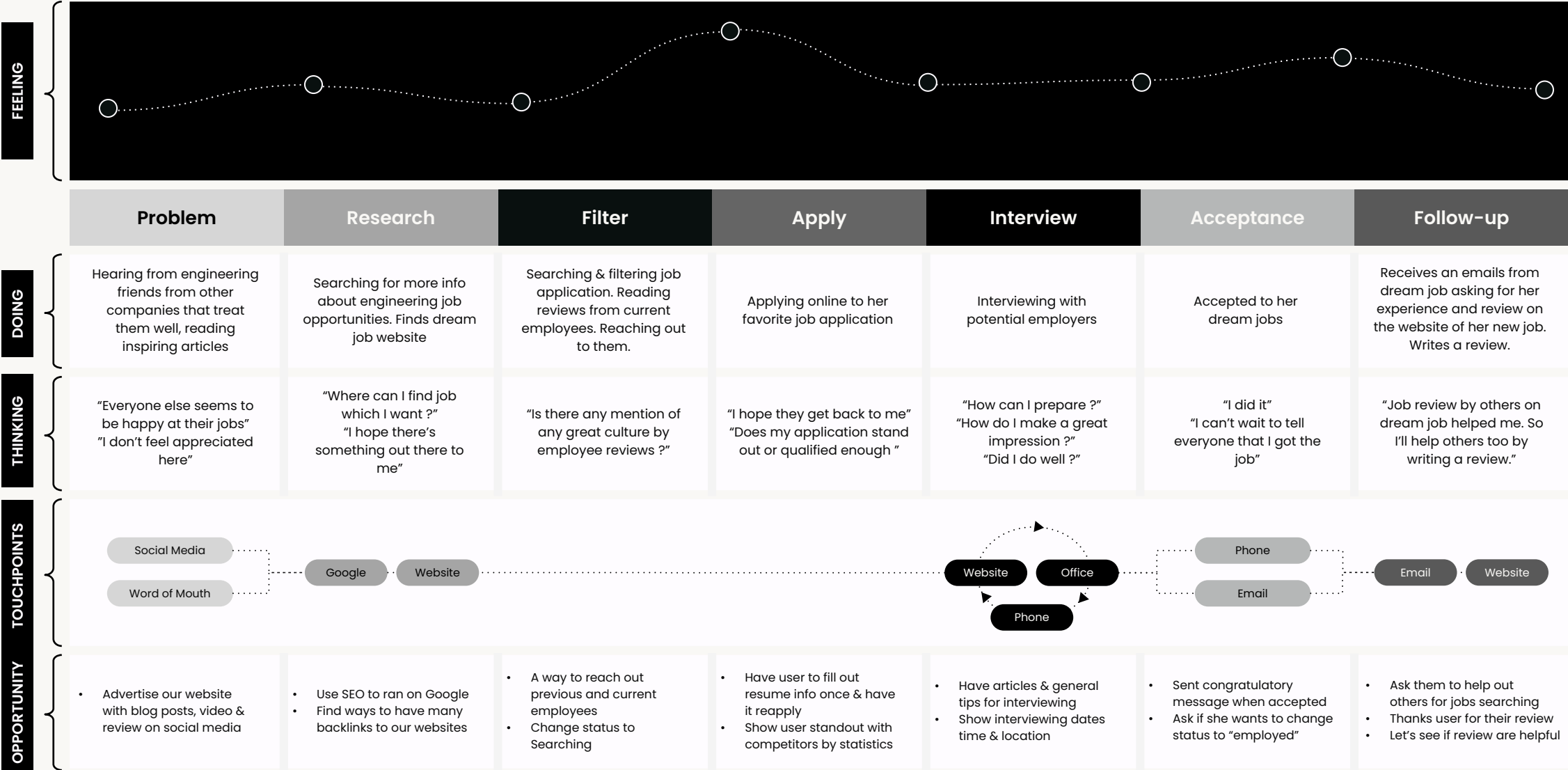
List the motivation driving this particular persona within the scope detailed



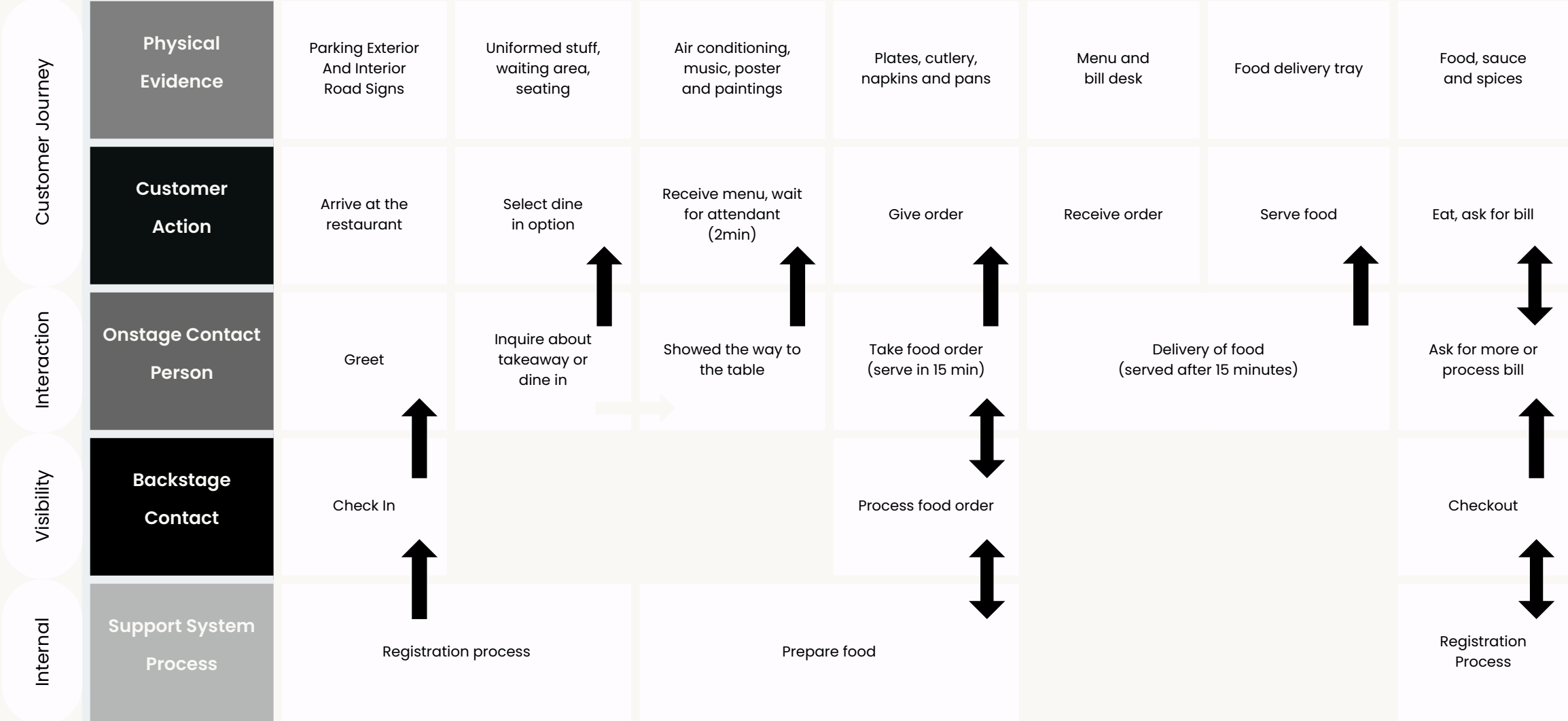
Customer Journey Map



Customer Journey Map



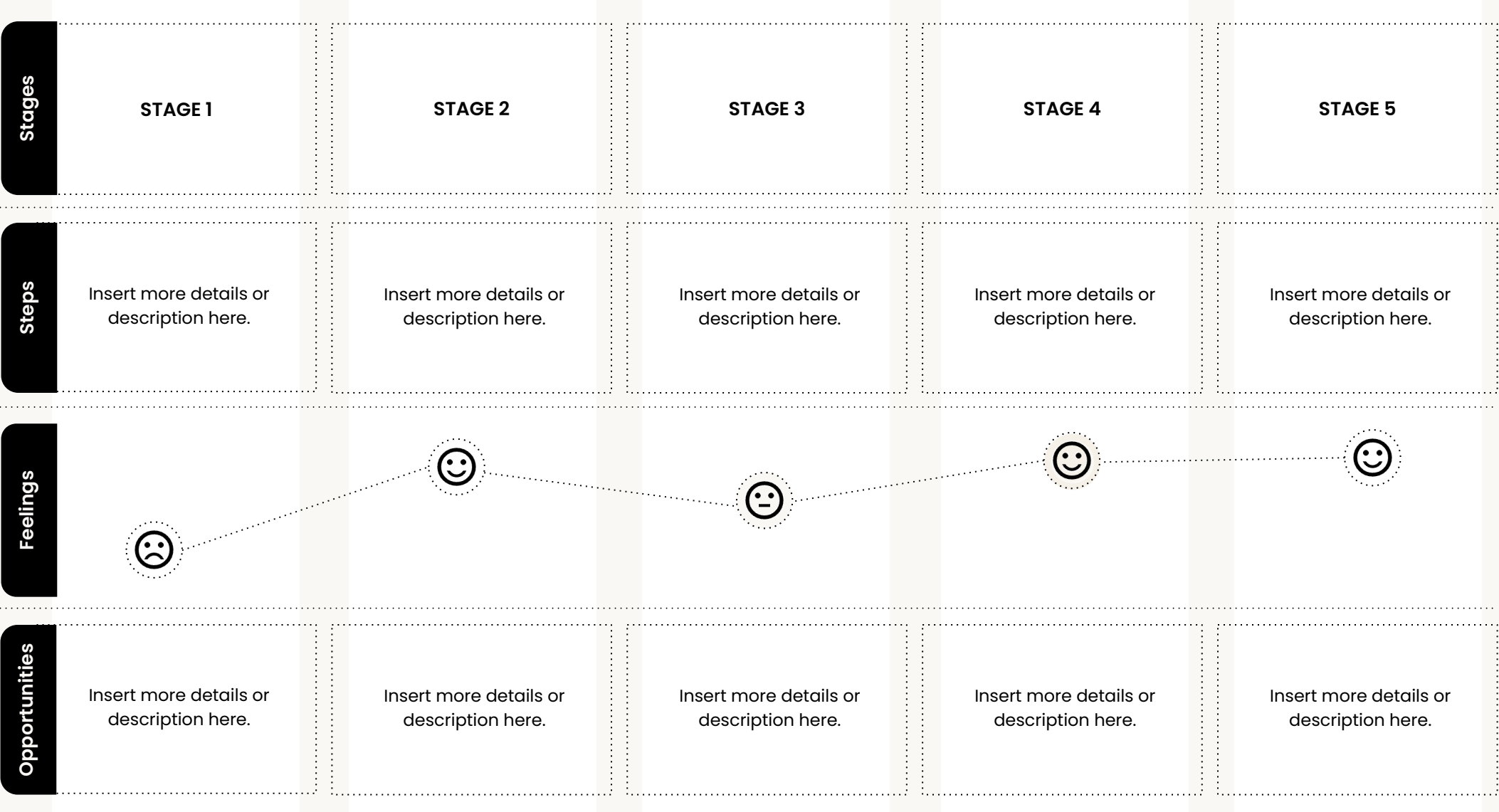
Retail Customer Journey Map



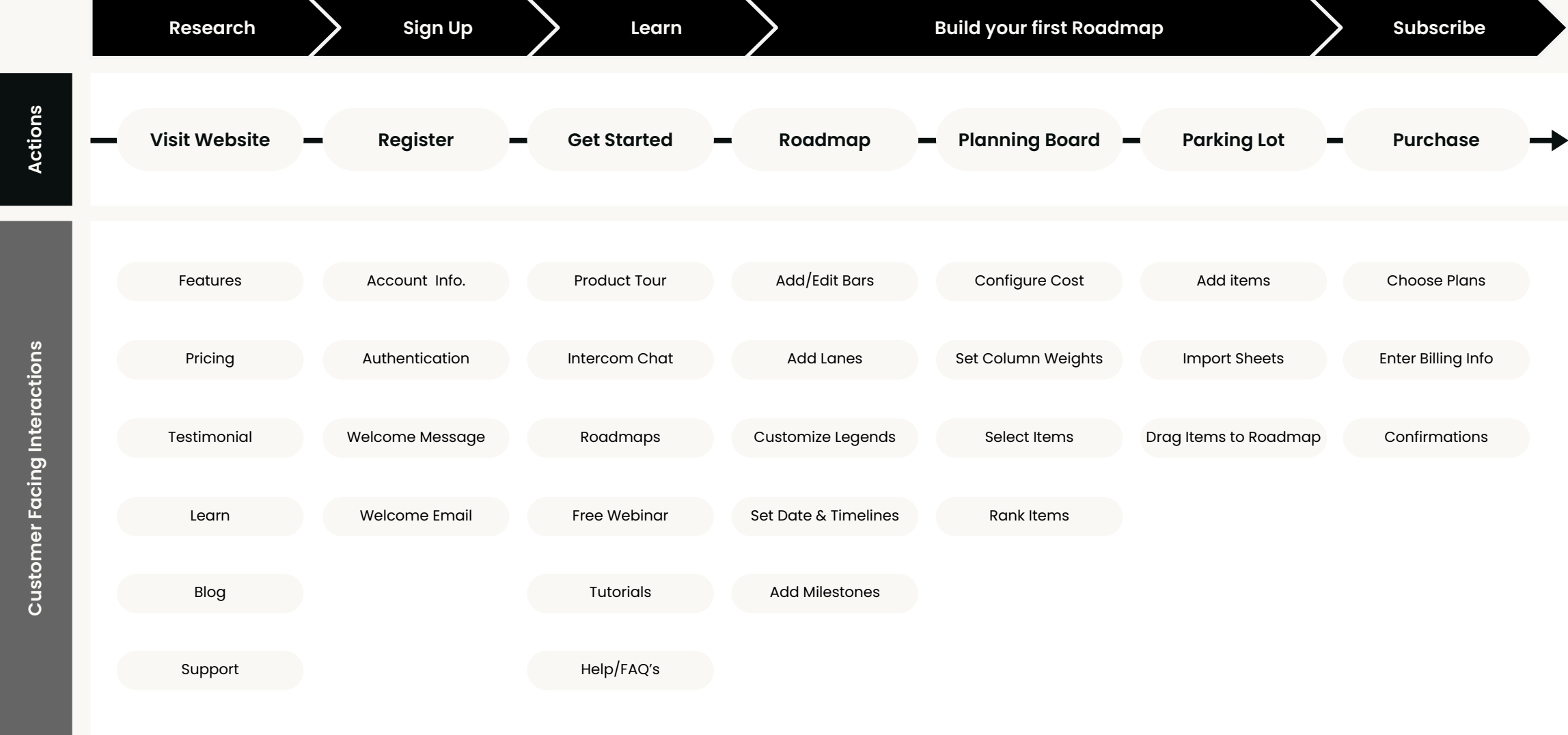
Customer Journey Map

Stages	Awareness	Consideration	Decision	Delivery & use	Advocacy
Customer Activities	Hear from friends see offline or online ad, read from newspaper	Compare & evaluate alternative	Add groceries to a shopping cart	Receive or pick up on order, contact customer service and enjoy groceries	Share experience
Customer Goals	No goals at this point	Find the best solution to buy food	Find and select product easily, get inspired	Receive order effortlessly, get help if problems appear and have a right and good quality ingredients	Share feeling, give feedback
Touchpoints	Word of mouth, traditional media, social media	Website, brick & mortar store, social media	Website, app, order confirmation emails	Delivery service, packing, phone, call, chat and food product, packages and materials	Word of mouth, social media
Experience	Interested	Excited	Painful	Frustrated	Satisfied
		Excited	Happy when received		This is easy
Business Goal	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Deliver on time and minimize a delivery window, increase customer service satisfaction	Turn customer to advocate, turn negative to positive
KPI	Number of people reached	New website visitors	Shopping cart value, conversion rate	On time delivery rate, average delivery window, success rate, product review	Viral coefficient, customer satisfaction
Organizational	Create marketing campaigns both offline & online, PR	Marketing & communications	Optimize grocery and shopping experience	Picking & delivery, organize customer service and develop product & product range	Manage feedback & social media, develop sharing

Customer Journey Map



UX - Customer Journey Map



UX - Customer Journey Map (cont.)



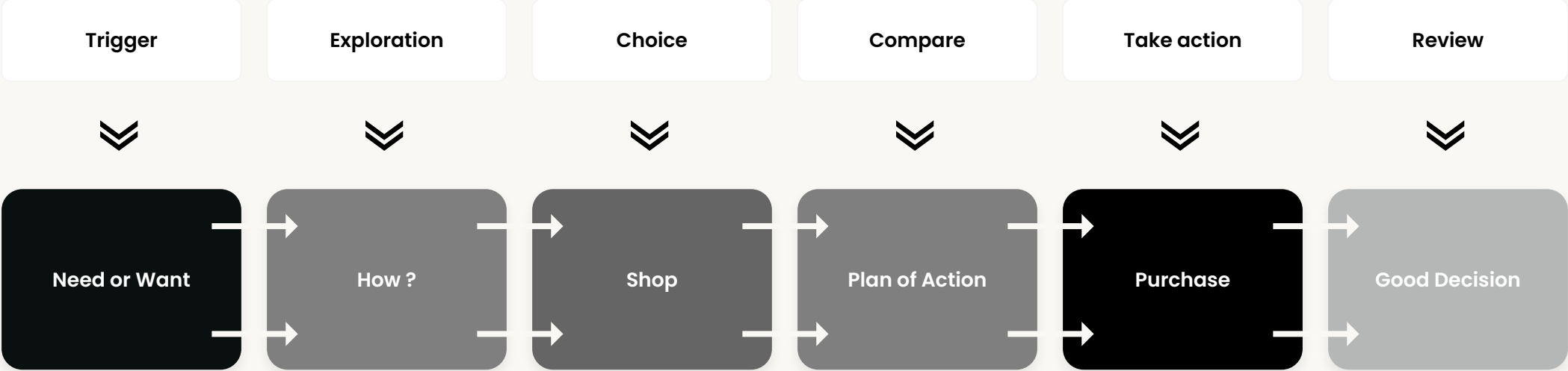
Pain Points, Obstacles & Objections

Difficult to tell about different product	Invite team to review	Can't bring tour back once ended	Unclear how much there to learn	This method is different than last one	Need easy way to get my data	It expires soon
Need to try	Do I need to give card credential ?	Unclear step after Sign up	Need help	Need help		Don't know free trail days left
Some info. Is generic	I still have questions	Start with importing my data	Need easy way to get data			
What I get in enterprise plan ?		No sample templates				

Insights & Opportunities

Target on landing pages	Include FAQ's in sign up page	New welcome screen	Embedded Hotspot	Embedded Hotspot	Embedded Hotspot	Big subscribe button
Updated features	Ask for more user info. during sign up	Upgrade & improved	Embedded tutorials	Embedded tutorials	Embedded tutorials	
Interactive marketing widgets	Invite team for trials	First roadmap	Gamification - progress on trial	Gamification - progress on trial	Gamification - progress on trial	
Sign up directly & Enterprise brochure		First roadmap			Import JIRA issues	

Customer Journey Map



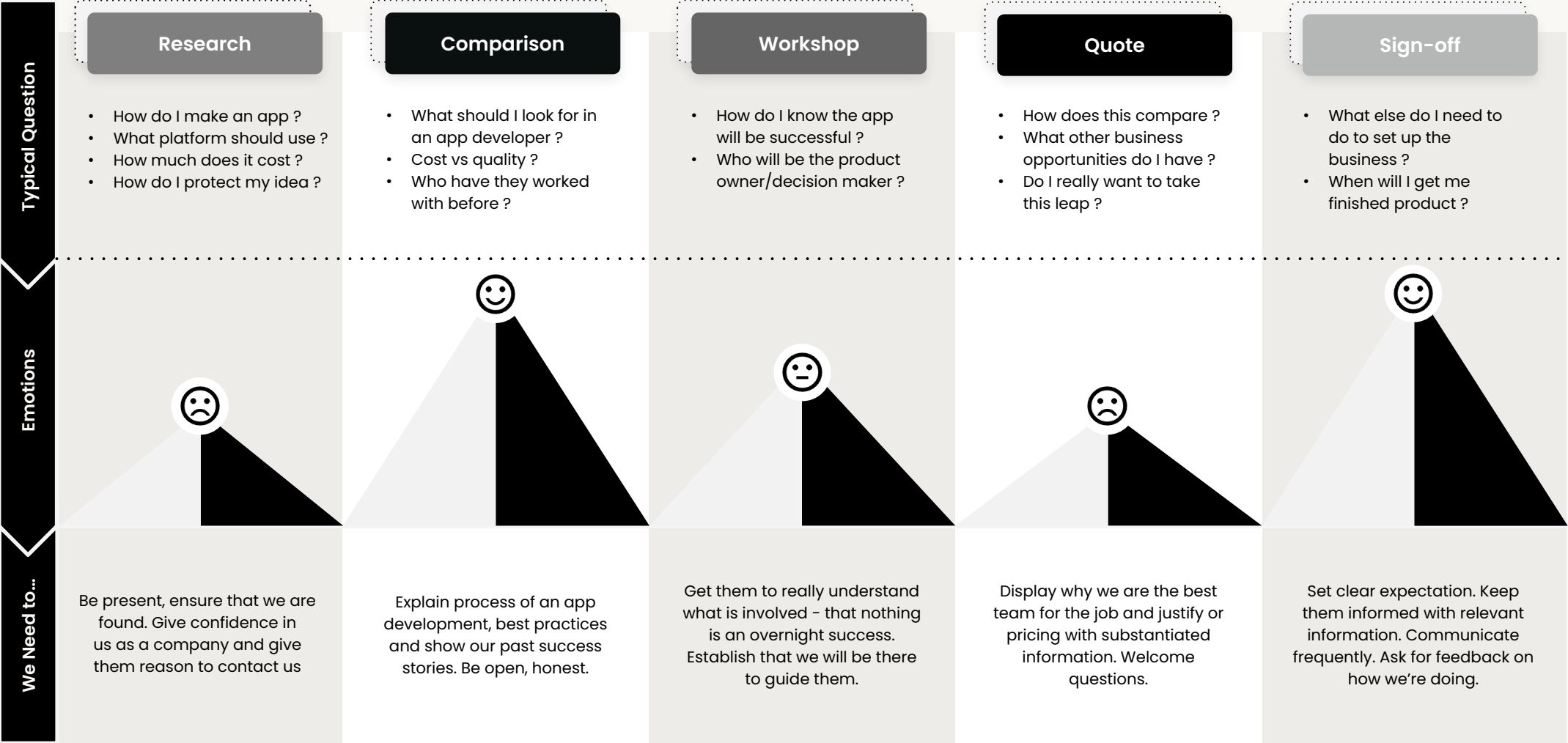
Broad Reach Placements,
TV, Newspaper, Outdoor,
Online Display Media
(CPM)

Target Reach Placement,
TV (DR), Radio, POS, DR
Mail Performance Media,
Search

Website
Retail

Wasted Media Budget

Customer Journey Map



Customer Journey Map

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?			

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?					

Customer Journey Map

Customer Journey : Lead Nurturing	Stranger	Subscriber/Lead	MQL	Opportunity/Demo	Deal Closed to Go-Live
What is the lead thinking, feeling ?					
Who is lead hearing or talking to ?					
What content lead interacting with ?					
What can we do to expedite this process?					
What can we do to make the lead more comfortable in decision making ?					

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 current and previous states ?					
Why do we feel this will alter the customer journey ?					

Customer Journey Map

Customer Journey : A Day in the Life	Every Morning	Late Morning	Afternoon	Evening	Negative
What is the customer thinking, feeling?					
What are customer's action or priorities?					
What are customer's biggest plan?					
How does the customer interact with our product at this time?					
How can our product be better utilized at this time?					

Customer Journey: Customer Churn	Reason #1	Reason #2	Reason #3	Reason #4	Reason #5
What did the customer experience ?					
What is the customer feeling after this incident ?					
Why does this ultimately cause the customer to churn ?					
How can we improve this experience to reduce churn ?					