

# Journey maps

## 6 Easy steps to journey mapping



### Why journey mapping is valuable

Journey mapping helps businesses better empathize with their customers by “walking in their shoes” and seeing the business from the customer’s perspective. Journey maps are one of the most fundamental tools for helping organizations gain a deeper understanding of customer experiences.

When done correctly, journey maps help organizations gain insight into pain points, enablers, and opportunities to improve interactions with your business.



#### DON'T HYPOTHEZIZE

Get real customer data through any means possible, such as interviews, surveys, and focus groups. This is a great way to ensure that the exercise is grounded in reality, not in wishful thinking.

#### CREATE THEM SIDE-BY-SIDE WITH CUSTOMERS

Get more accurate journey maps by collaborating with customers to talk it through in real-time.

#### DON'T MISS ANY POINTS IN THEIR EXPERIENCE

Start with the moment they become aware of your business, moving from initial contact to consideration, then proceed to use and customer satisfaction. Every step is important.

#### JOURNEY MAPPING IS BOTH AN ART AND SCIENCE

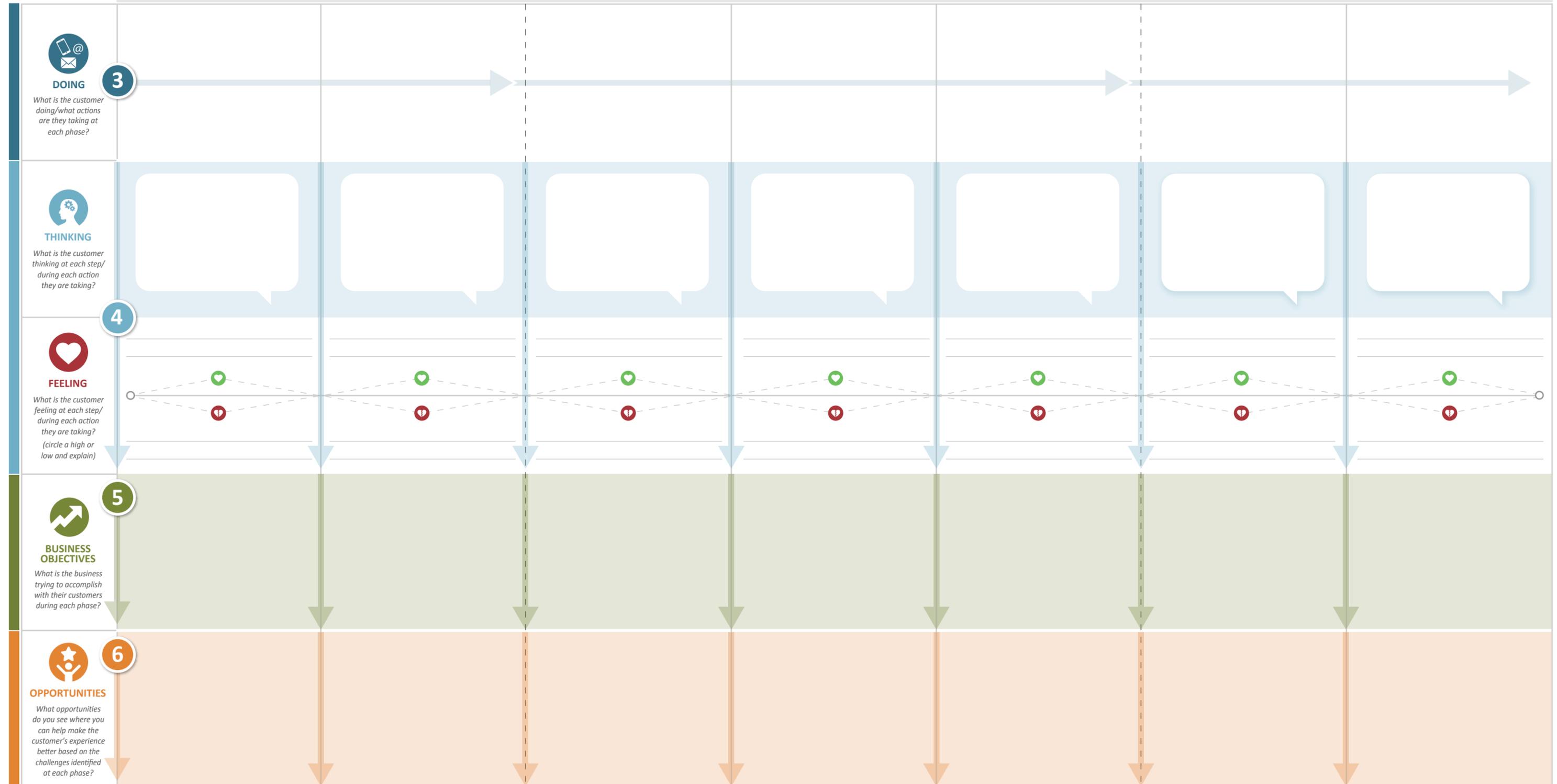
There's no single correct way of completing the exercise.



# JOURNEY MAP TEMPLATE

**1** PERSONA (NAME/DEMOGRAPHIC/CUSTOMER DEFINITION):

**2** PHASES (E.G. PRE/DURING/POST, MORNING/NOON/NIGHT):

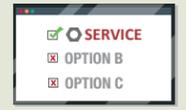




**PERSONA:** Alicia  
**DEMOGRAPHIC:** A 30-year-old single working woman  
**CUSTOMER DEFINITION:** Owner of a small luxury SUV

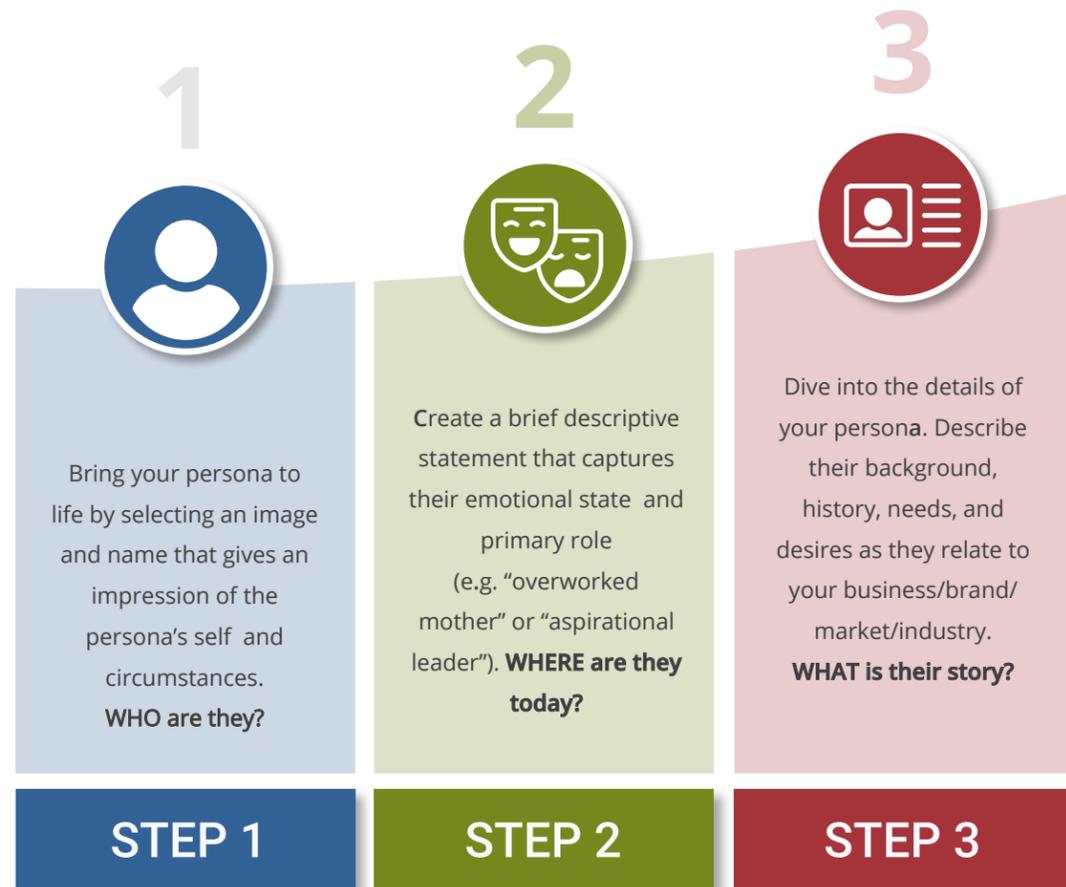


## JOURNEY MAP FOR A MECHANIC'S CUSTOMER

|                     | BEFORE  |   | DURING   |   |  | AFTER  |  |
|---------------------|---|---|--|---|--|--|--|
| DOING               | <br>Seeing a warning light in the car and determining what to do.    | <br>Assessing various mechanics and determining which to use.                        | <br>Taking my car to the mechanic.  | <br>Dropping off my car and filling out information.                               | <br>Single working woman trying to use laptop and work while waiting.   | <br>Receiving a quote from the mechanic.  | <br>Keeping my car in good shape so I don't have to go back.  |
| THINKING            | <p>What does that light mean?</p>   | <p>How do I know where I'll get the best value?</p>   | <p>There are so many other things I should be doing with my time.</p>  | <p>This is taking up more of my time.</p>   | <p>It'd be inconvenient to leave and come back. This is boring and a waste of my time!</p>   | <p>I wish I could verify that I'm getting a good price.</p>  | <p>I want to save money and avoid the hassle of going back.</p>  |
| FEELING             | <p>Confused and unaware</p>   | <p>Overwhelmed</p>  | <p>Wasteful and unfulfilled</p>  | <p>Annoyed</p>  | <p>Bored</p>   | <p>Taken advantage of</p>  | <p>Deceived</p>  |
| BUSINESS OBJECTIVES | <br>Educate the customer so that they can make informed decisions. | <br>Consistently articulate our differentiators (hassle free at competitive cost). | <br>Ensure that our service does not interrupt the life of our customers. | <br>Streamline and standardize customer-facing processes for maximum efficiency. | <br>Ensure that our service does not interrupt the life of our customers, allowing options for how to spend their time with us. | <br>Build brand loyalty by being transparent with the customer at all stages. | <br>Ensure that the customer chooses us because we are the best, not because they depend on our services. |
| OPPORTUNITIES       | <p>Develop an application which assesses the particular risks associated with different warning lights by manufacturer.</p>                           | <p>Launch a marketing campaign that outlines our differentiators and the value we provide.</p>  | <p>Enact a "vehicle pickup" program.</p>   | <p>Create online check-in and maintain customer records.</p>  | <p>Provide Wi-Fi, cubicles, television, and toys in the building so that customers and their children have choices.</p>  | <p>Provide information to the customer about industry-standard pricing and how we provide the most value on each job.</p>  | <p>Offer hassle-free maintenance program to help them with preventative maintenance.</p>   |

# Creating a persona

## 3 Steps to success



### Why creating a persona is valuable

*When we step into the shoes of our customers, we develop true empathy and understanding of what they are experiencing. We can better provide them with solutions they are seeking that are truly meaningful to them.*

## Persona: WHO, WHERE, WHAT



By painting a very descriptive and detailed view of your persona, you will better understand their behaviors, and importantly, what they are thinking and feeling. This deeper level of understanding will help you to connect with your customer and ultimately offer them meaningful solutions.