**🔍 Purpose of the Journey Map**

To understand how a family member (e.g., a parent or spouse) would **use a ServiceNow-powered solution** to track and manage household expenses.

**🧑‍💻 Step-by-Step to Create the Journey Map**

**1. Define the User Persona**

**Persona:** Mary, 38, works full-time, manages household finances, wants an easy way to track expenses and stick to a monthly budget.

**2. Identify Key Stages in the Journey**

| **Stage** | **Description** |
| --- | --- |
| 1. Awareness | Learns about using ServiceNow to track family expenses |
| 2. Access / Onboarding | Logs into the portal, sets up categories & budget |
| 3. Expense Entry | Adds new expenses manually or via mobile |
| 4. Review & Tracking | Views dashboard reports, trends |
| 5. Alerts & Insights | Receives budget alerts or reminders |
| 6. Monthly Review / Adjust | Adjusts budget or categories for next month |

**🗺️ Customer Journey Map Template (Filled Example)**

| **Stage** | **Touchpoints** | **Actions** | **Thoughts/Feelings** | **Pain Points** | **Opportunities** |
| --- | --- | --- | --- | --- | --- |
| Awareness | Social media, internal POC presentation | Learns about using ServiceNow for family expenses | "Can ServiceNow even do this?" | Unfamiliarity with ServiceNow's scope | Provide demo, onboarding videos |
| Onboarding | ServiceNow portal, guided setup wizard | Creates account, sets categories, inputs monthly budget | "This setup is easy!" | Too many fields? Lack of guidance | Use a simple form or service catalog |
| Expense Entry | Mobile app, web portal, voice input (maybe) | Adds grocery bill via phone | "Quick and painless." | Manual entry is tedious | Pre-fill, automate entry with rules |
| Review & Tracking | Dashboard in ServiceNow | Checks daily/weekly trends | "We're on track this month!" | Graphs may be too complex | Use color-coded, simple charts |
| Alerts & Insights | Email/SMS notifications | Gets alert: "You've used 90% of grocery budget" | "Glad I caught that before overspending" | Too many alerts = alert fatigue | Smart, tiered notifications |
| Monthly Review | Report generation, budget adjust form | Adjusts clothing budget for next month | "Next month, I’ll plan better" | Forgotten subscriptions | Suggest changes based on history |

**🎨 How to Create the Visual Map**

You can use tools like:

* **Miro** / **Lucidchart**: Drag-and-drop CJM templates
* **Figma**: Custom UI journey mapping
* **Excel / Google Sheets**: Simple, table-based layout
* **PowerPoint**: Presentable format for stakeholders

**🧩 Optional: Add System Layers**

To make the map more technical, add **backend actions** for each user action:

* Form submission → Creates record in custom Expense table
* Budget update → Triggers recalculation via Script Include
* Alert threshold → Kicks off Flow Designer workflow

**✅ Final Deliverables**

Your customer journey map should include:

1. **User persona(s)**
2. **Journey stages**
3. **Touchpoints and actions**
4. **Thoughts/emotions**
5. **Pain points**
6. **ServiceNow components in use**
7. **Opportunities for improvement**