

UI/UX DESIGN

Lecture 3. CJM

What is CJM?

A **CJM (customer journey map)** is a visualization of an individual's relationships with a product/brand over time and across different channels. It helps businesses better understand the customer experience including all the journey steps and touchpoints along the way to achieving their goals by exposing the gaps between the user's expectations and perceptions at key steps in the journey with associated departments and stakeholders.



CJM includes:

- customer portrait
- points of contact
- barriers to interaction
- customer's thoughts, feelings, fears

Why Customer Journey Map (CJM)?

- Diagnose problems
- Find a basis for improvement
- Show the product to stakeholders
- Synchronize the team.



Advantages and disadvantages of CJM

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- Combination of survey and non-survey methods (web analytics data, customer databases, etc.);
- Simple and clear visualization of the consumer's path of the consumer journey, showing all stages, channels, as well as drivers and barriers, arising at each stage
- Only applied recommendations on how to reduce barriers and increase customer motivation
- Organization of a workshop to discuss with the client to discuss the results obtained and jointly search for ways to solve the identified problems

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- First: in presentations, it is common to show successful cases in which everything is nice and smooth. But the reality is unpredictable: there is a pandemic, or the stars have aligned badly, or something else has happened unexpectedly.
- Secondly, not everyone understands how to use CJM correctly so that it really benefits the business.

Questions answered by the CJM

- Segmentation
- Detail
- Troubleshooting
- Satisfaction and Loyalty
- Lifecycle Analysis

The role of CJM at different stages of a design project

Empathize

CJM allows to build a holistic understanding of the user and product interaction.

Define

CJM focuses on the user's core problems and pain points.

Ideate

CJM helps select ideas that maximize user-centricity.

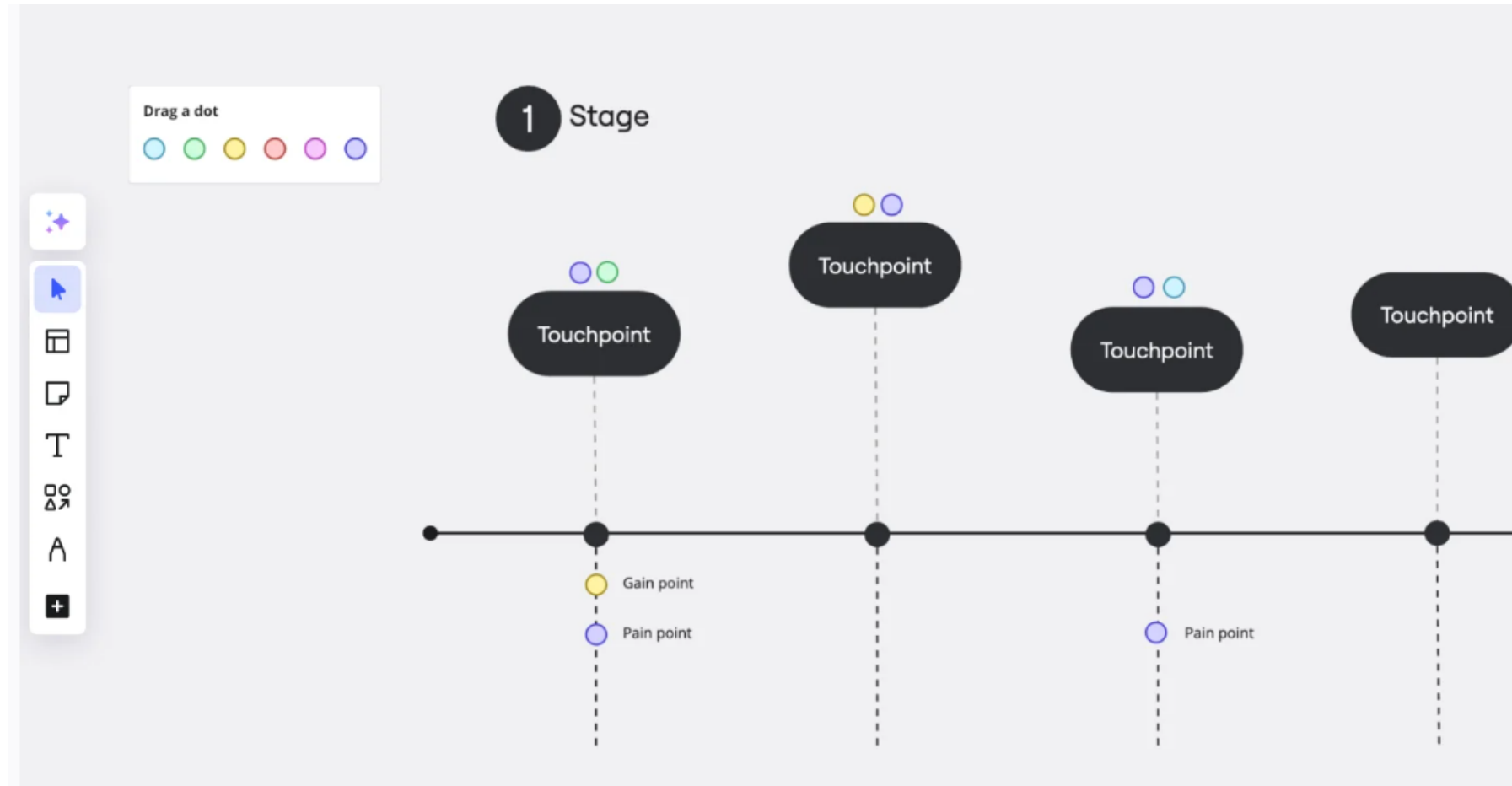
Prototype

CJM reminds the user of the problems the product should solve.

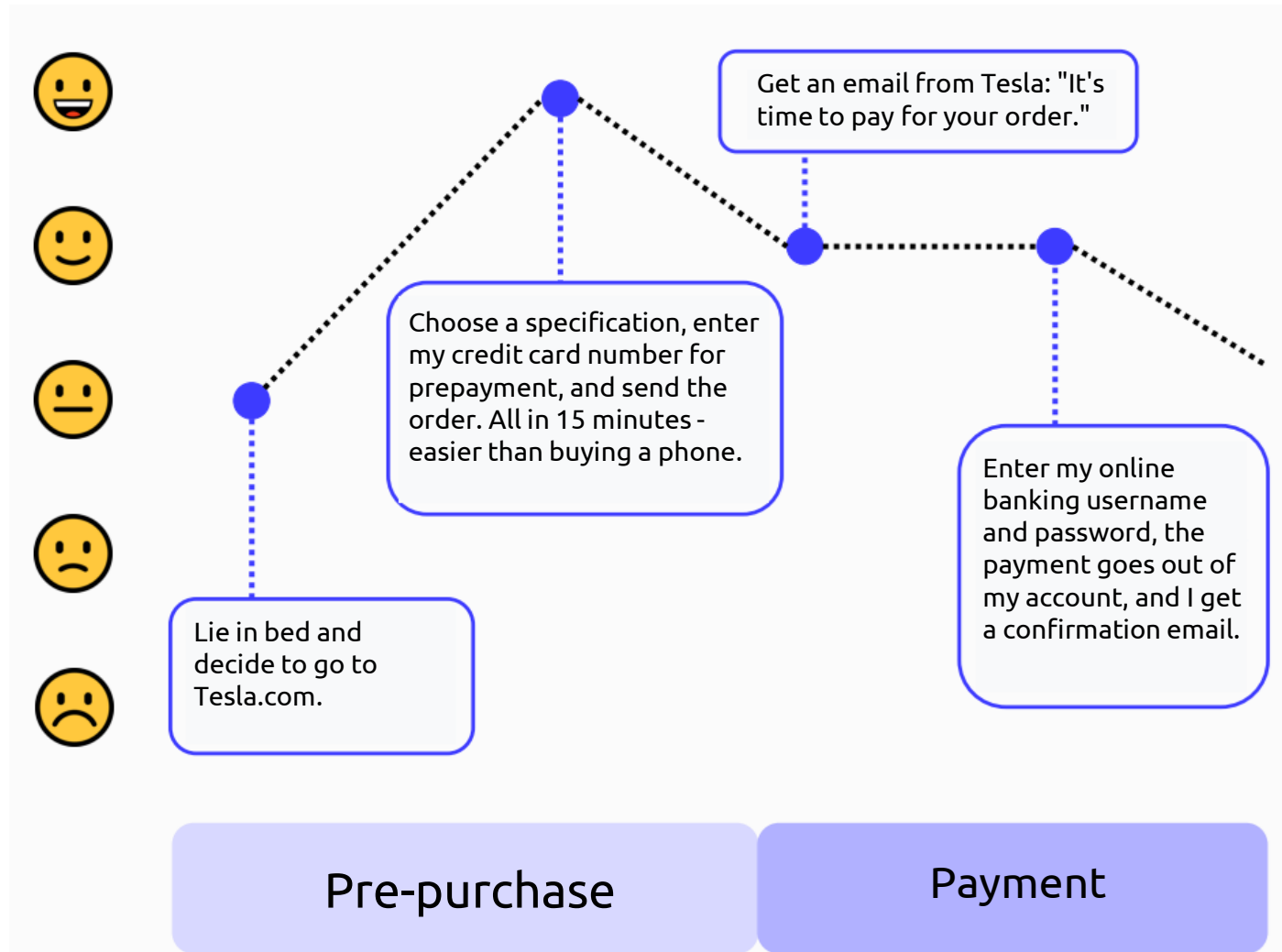
Test

CJM tells you what you should test.

What are CJM touchpoints?

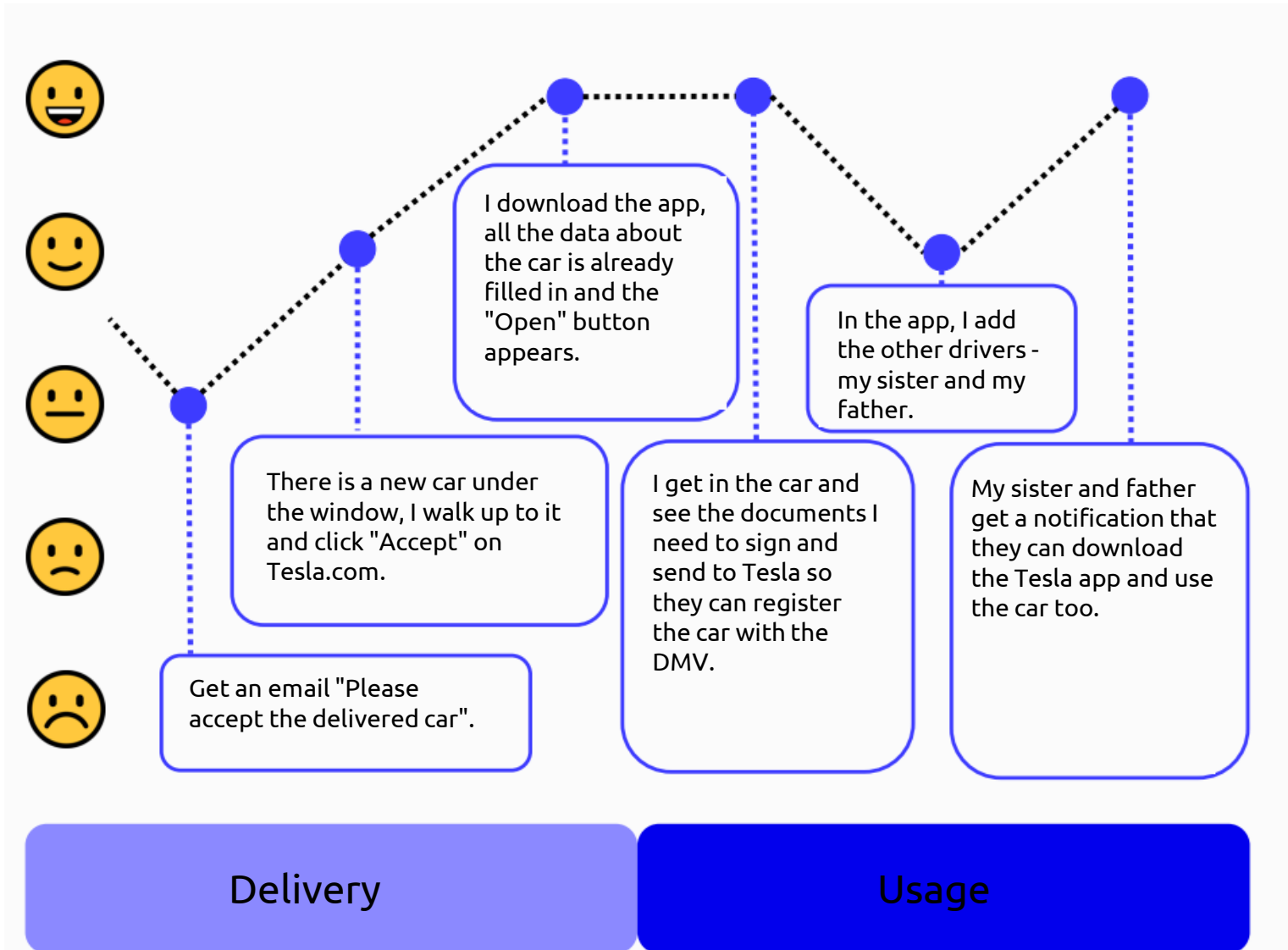


CJM of buying a Tesla



CJM of buying a Tesla

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CJM process

Step 1 Gather information. Using surveys, research, questionnaires, observations and other ways of collecting and analyzing information, identify the target audience.

Step 2 Identify the stages a customer goes through. Interaction with a customer may begin before he walks into a store or office. Before that, he may have visited a website, talked to friends, or seen an advertisement. At each stage, he will have different goals, expectations, and concerns, so it's important to differentiate between them.

Step 3 Define your character's goals, expectations at each stage

Step 4 Identify points of contact. Points of contact are a variety of situations, places and interfaces of contact between the customer and the company. You may not even realize how many there are and how detailed they can be.

CJM process

Step 5 Find the barriers. At each stage, the customer encounters different challenges. They prevent him from moving on to the next stage. Nobody likes difficulties, they want everything to be quick, easy, accessible. Therefore, the more barriers there are, the more likely they are to lose brand loyalty and leave for competitors.

Step 6 Identify ways to overcome the barriers. You've done a lot of work (from 2 days to a couple weeks) and you've come to the stage that will allow you to reach the next level. This is where brainstorming sessions, bringing in outside consultants can help. Your task is to make the client's journey as comfortable as possible, to reduce the number of barriers to a minimum. You may have to give up something, reorganize your work, introduce new institutions and tools.

Step 7 Select additional indicators. For some people, the selected indicators will be enough. But if you feel like it, add more. Consider the tasks of the marketer at each stage, the emotions of the client, KPIs. Take as a basis everything that will bring you closer to the client, allow you to build a model of contact.

Step 8 Visualize. Present all the received information in a convenient form for you.

Preparation

Define:

- Purpose and scope of the study.
- Key research questions.
- Workshop - discussion of the results obtained, ways of solving problems.
- Dissemination of the map and recommendations among the interested departments of the company

Experience diagnosis

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United States Air Force.

Any system designed for the **average person**, is doomed to failure.



The backstory:

1926

- Designing the first airplane cabin
- Scientists measured the physical parameters of more than 100 male pilots and standardized cockpit dimensions by averaging the value of each parameter

The backstory:

The late 1940s

- Jet age, up to 17 pilots a day were crashing.
- The leading cause was «pilot error»
- "Have pilots grown in 30 years?" - a new dimension of over 4,000 pilots and 140 size parameters.

The backstory:

Gilbert S. Daniels

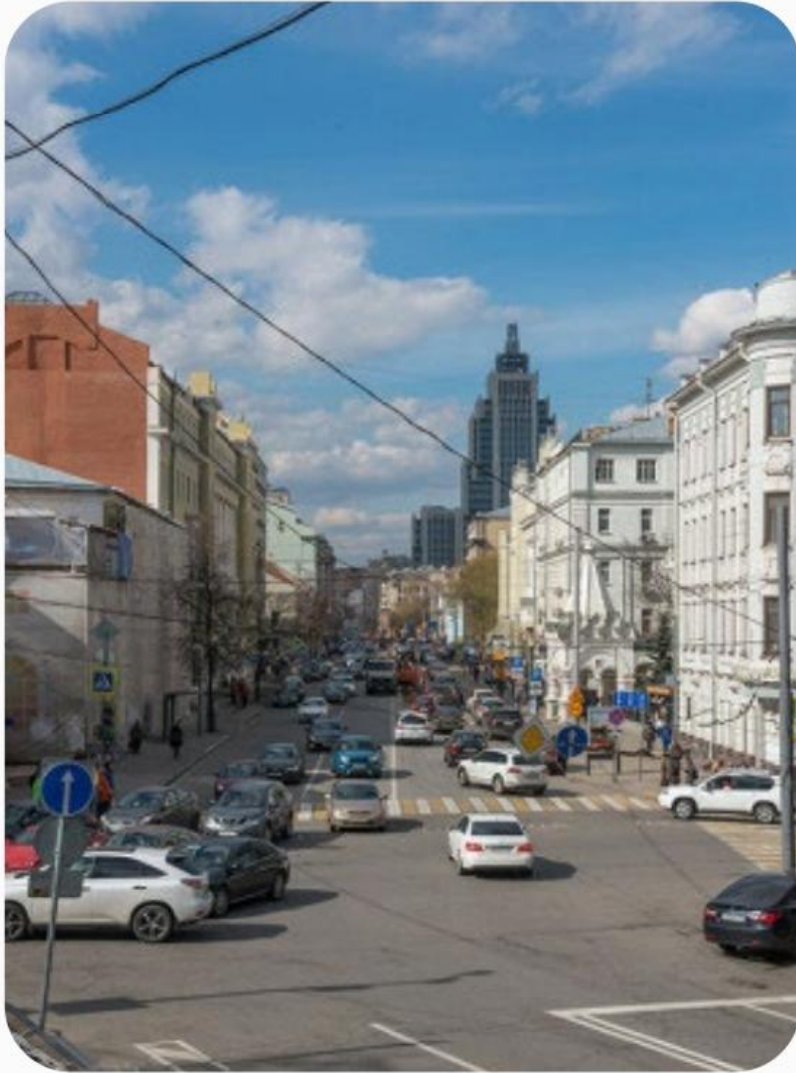
- calculated the average of the 10 (out of 140) most important physical characteristics for cabin design: height, chest circumference, sleeve length, etc. for the entire sample.
- The conventional wisdom is that the vast majority will fit within the average range for most parameters.

The backstory:

Gilbert S. Daniels

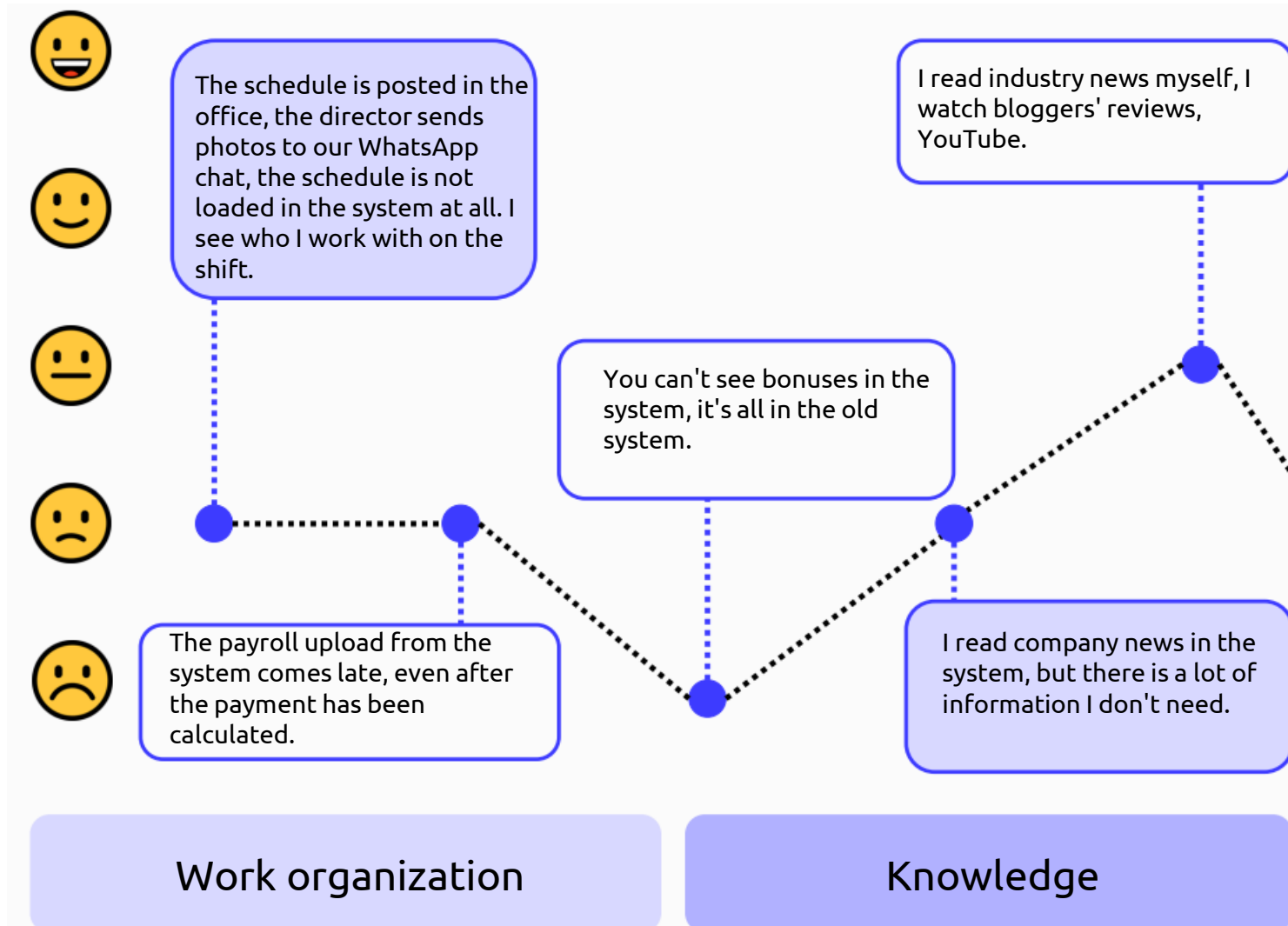
- calculated the average of the 10 (out of 140) most important physical characteristics for cabin design: height, chest circumference, sleeve length, etc. for the entire sample.
- The conventional wisdom is that the vast majority will fit within the average range for most parameters.
- **Result:** already by 10 parameters not a single person corresponded to the average range, by 3 parameters only 3,5 % of pilots corresponded to the average range.

CJM = photo



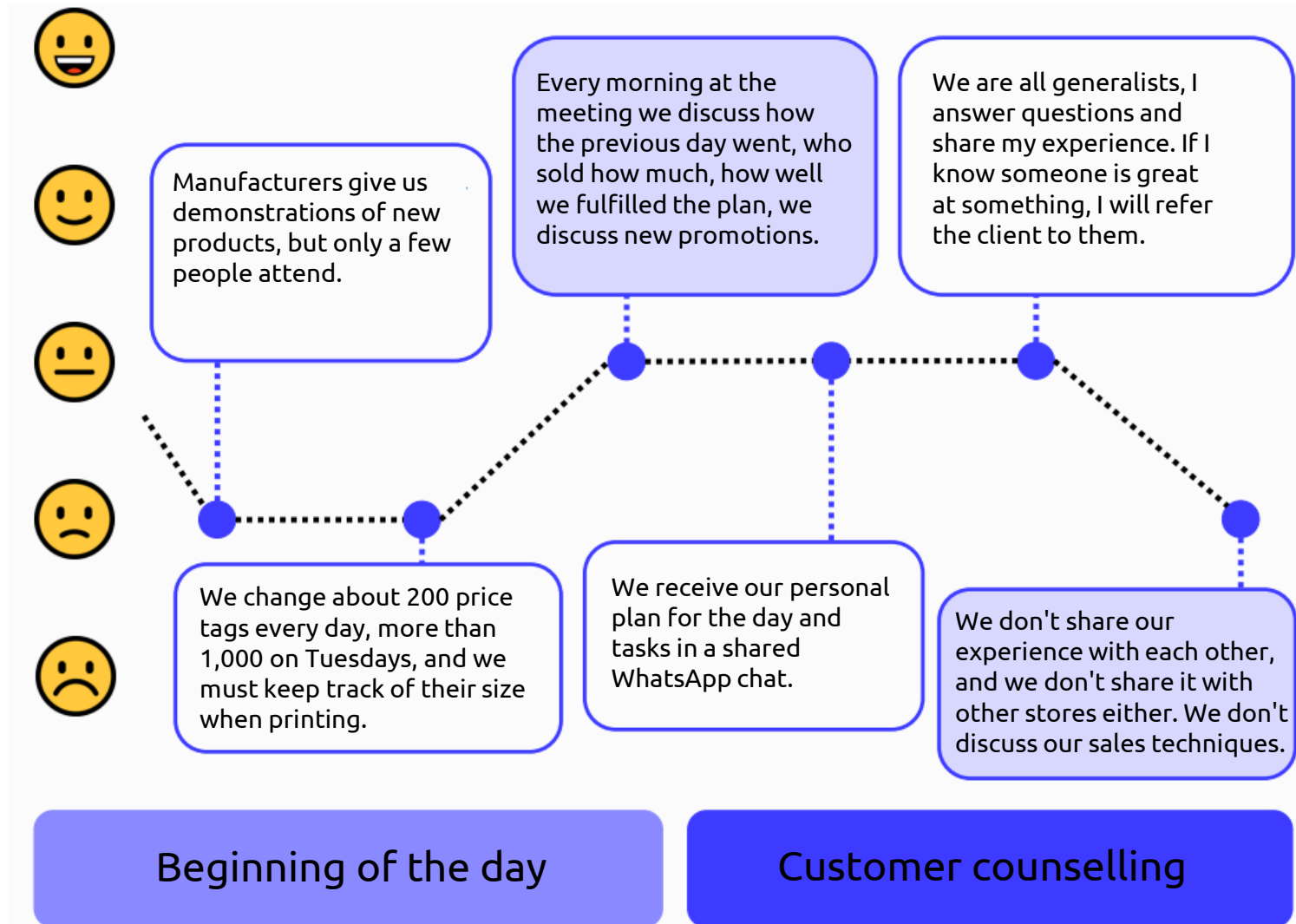
CJM real case

Experience as a sales assistant in an electronics store



CJM real case

Experience as a sales assistant in an electronics store



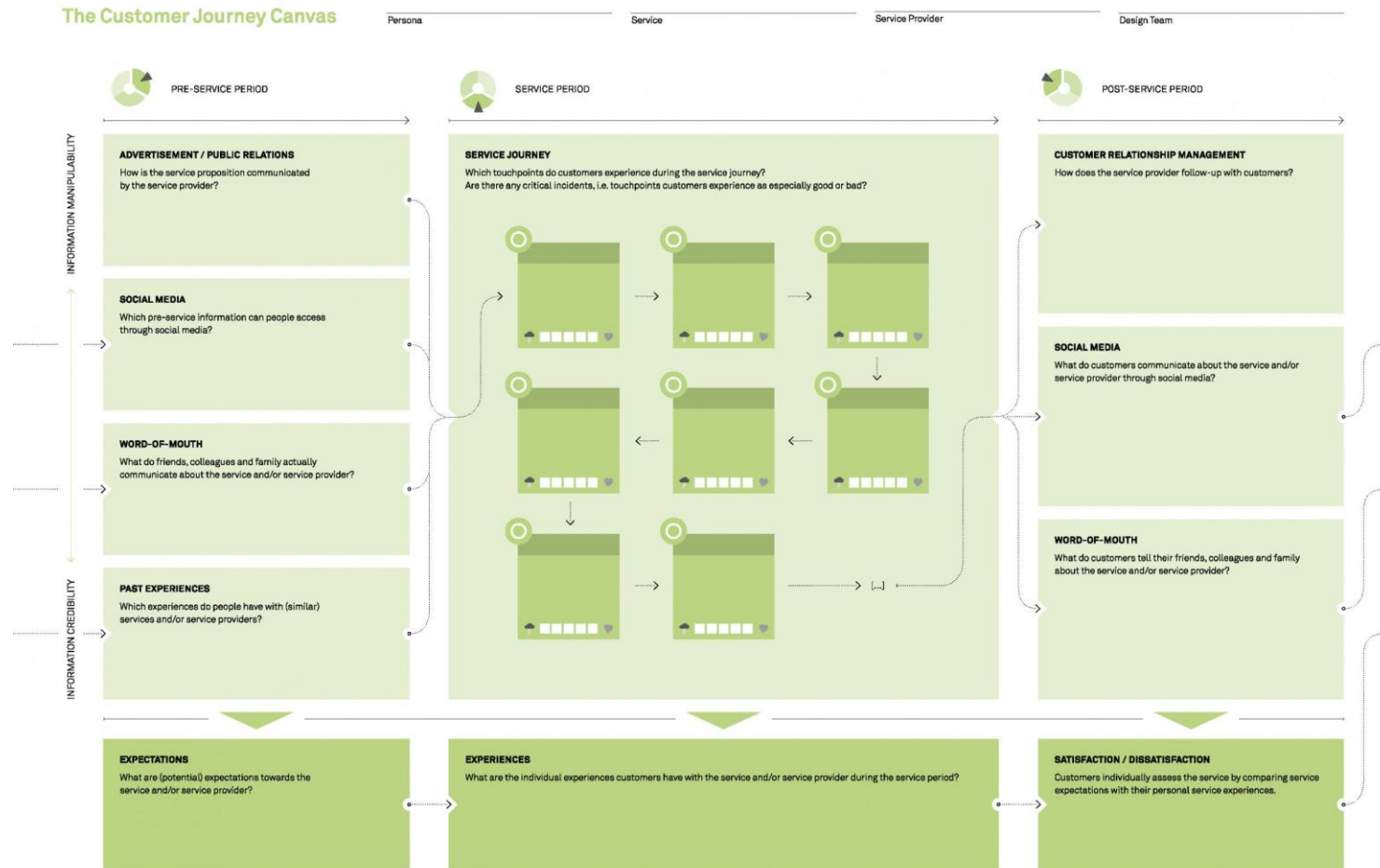
CJM tools

- Google Tab
- Photoshop or Illustrator
- Touchpoint Dashboard
- Miro
- Canvanizer

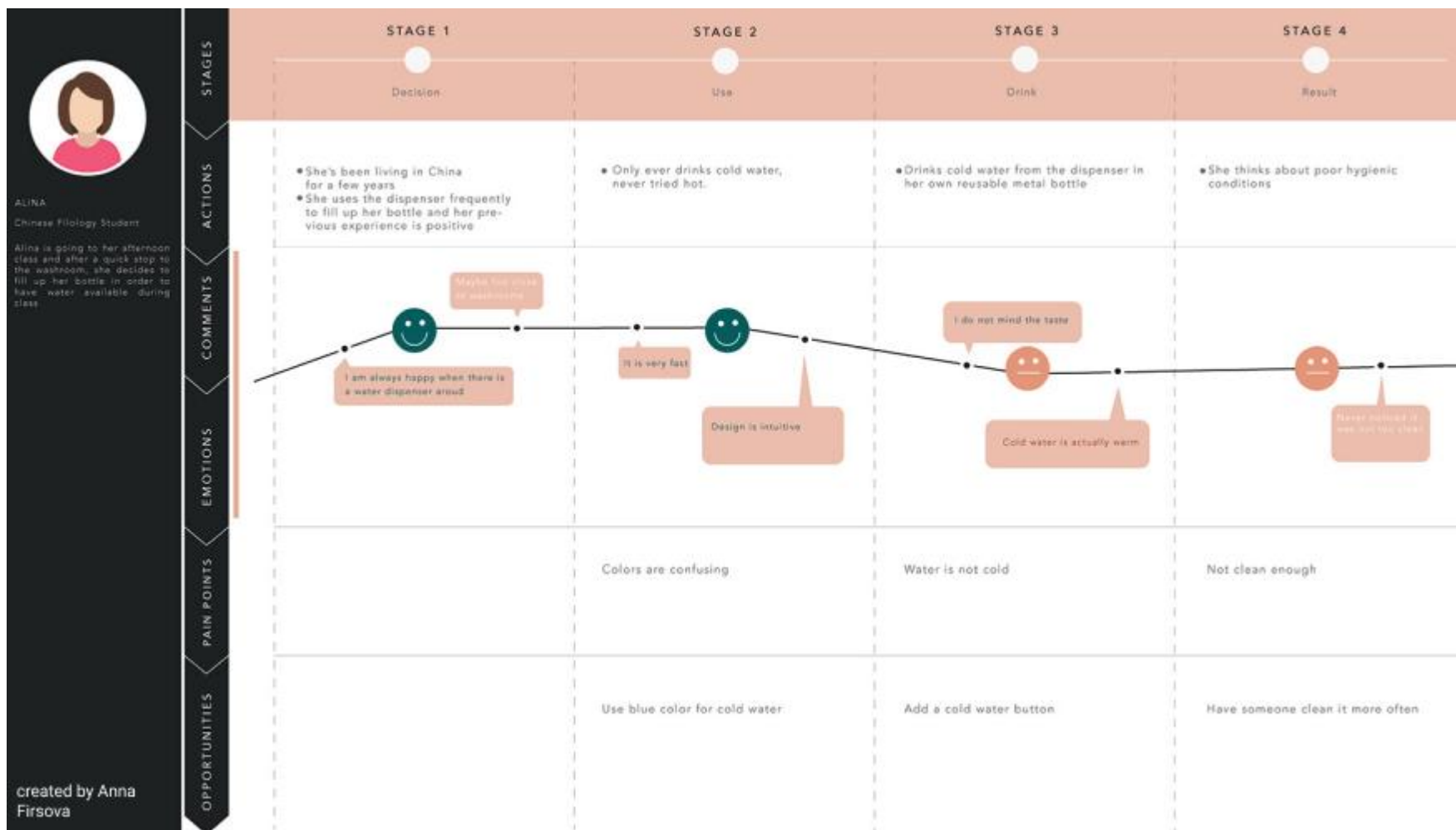
CJM tools

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CJM tools



CJM tools



Possible actions based on the results of the Customer journey

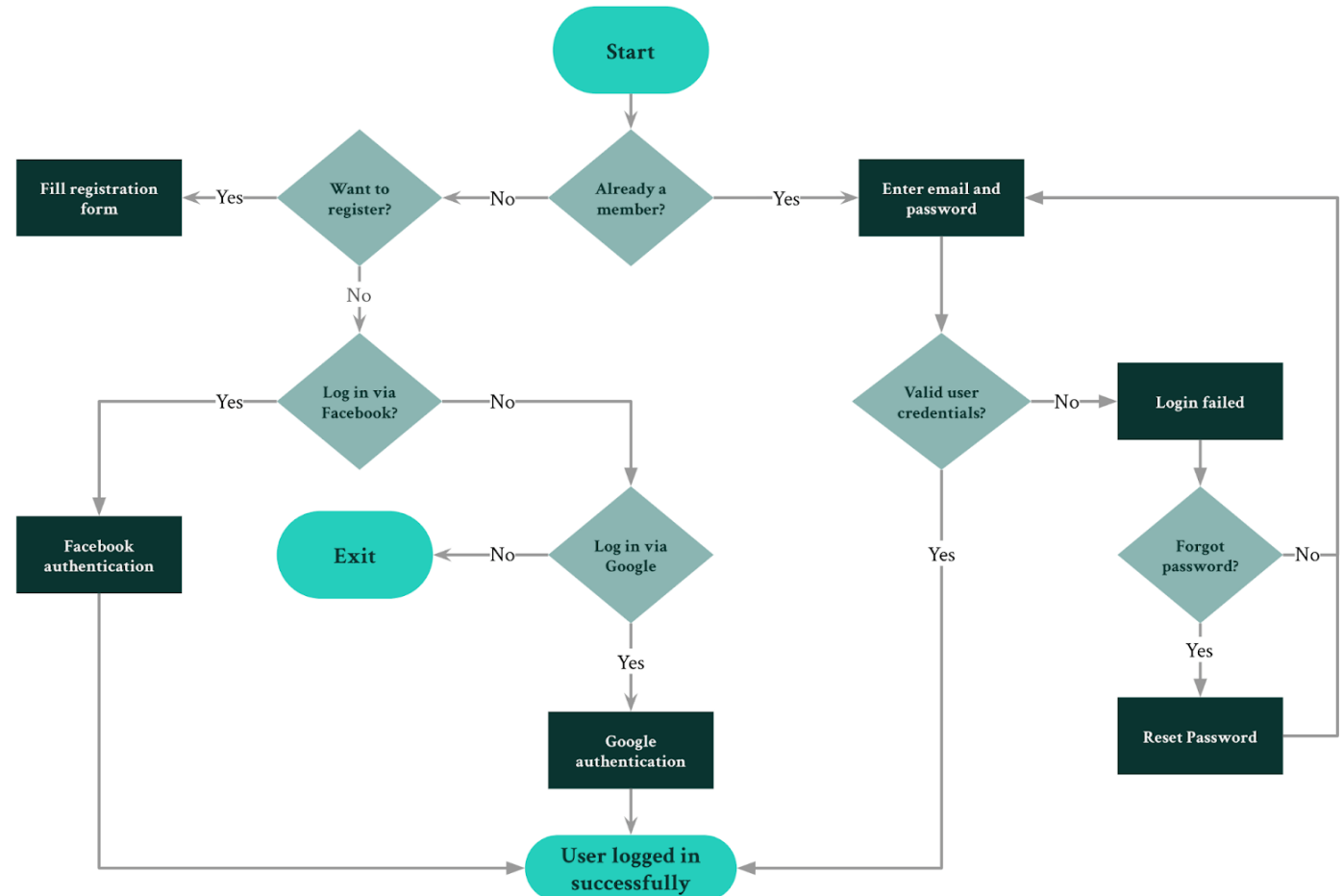
- Implementing recommendations to optimize the customer journey in the company's operations.
- Monitoring changes in the feedback received from clients (appeals, questions, complaints, feedback).
- Analysing customer journey of competing companies - to identify competitive advantages and disadvantages, to form a corpus of best practices, to search for opportunities to switch customers.
- Updating of customer journey data after implementation of recommendations, evaluation of effectiveness of measures taken.
- Organization of the system of analysis / monitoring of service and product quality.

When CJM won't help you

- **If you don't intend to use it later in your work.** The Customer Journey Map itself is a place where you have collected all the information about what happens to a customer during their interaction with your company. CJM allows you to systematize this information and think step-by-step about your next steps. But the map itself does not do anything and does not solve problems.
- **If you just want to make a beautiful visualization.** Keep in mind that the main thing here is not the picture, but the internal content (if you, of course, want CJM to be useful and beneficial for your business). The map should help identify and solve problems. As an example of design art, it is completely useless.
- **Unless your imagination is limited.** A map that you put some fictitious data into is of no use. If you really expect to identify and correct all the "cracks" in the work, you need to operate with what happens in reality.
- **If you only consider, the big steps.** Small details are extremely important, and without them it makes no sense to build a map. So, you will not find your "weaknesses" and will not understand what improvements need to be made.
- **On the contrary, you are going through everything in too much detail.** If you break it down by the smallest steps, the table will be too cumbersome and difficult to navigate. The map must be clear, otherwise it will be impossible to use it. If detailing is important, then you need to write everything for each scenario separately.
- **If you are creating CJM alone.** This work should be a team effort. The value of the map is to unite efforts and move towards the goal together. Otherwise, neighbouring departments will not fully understand the essence of your suggestions and improvements. The overall quality of the map will also suffer.

User Flow

User Flow is a visual representation of the path a user takes to complete a specific goal within a website, app, or digital product. It maps out the steps a user follows, from entry point (such as clicking on an ad or landing on a homepage) to the final action (such as making a purchase, signing up for a newsletter, or completing a form).



User Flow

A user flow typically consists of:

- **Entry Points:** Where the user starts their journey (e.g., Google search, social media ad, direct website visit).
- **Decision Points:** Moments where users must make choices (e.g., selecting a product, clicking a CTA button).
- **Actions & Steps:** The series of actions a user takes, like browsing, adding to cart, or signing up.
- **Exits & Drop-off Points:** Areas where users leave the site or app before completing their goal.
- **End Goals:** The final action, such as making a purchase, submitting a form, or subscribing.

User Flow vs. CJM

Feature	User Flow	Customer Journey Map (CJM)
Focus	Specific task or process within a website/app	Full customer experience across multiple touchpoints
Scope	Navigation and steps within a digital product	Customer's emotions, pain points, and interactions with a brand
Goal	Optimize UX and conversion within a product	Improve overall customer experience across channels
Representation	Flowchart-style diagram showing actions and decision points	Timeline-style map including emotions, pain points, and engagement
Example	Steps to complete an online order in an e-commerce store	The entire experience of discovering, researching, buying, and using a product

User Flow vs. CJM



A decorative graphic on the left side of the slide. It features a large, light blue arc that curves from the top right towards the bottom right. Overlapping this arc and each other are numerous circles of various sizes and shades of blue, ranging from very light to a medium blue. The circles are scattered across the left half of the slide, creating a dynamic, abstract pattern.

THANK YOU!