

SERVICE DESIGN TOOLS

COMMUNICATION METHODS SUPPORTING DESIGN PROCESSES

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tool CUSTOMER JOURNEY MAP

tool description

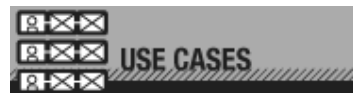
The customer journey map is an oriented graph that describes the journey of a user by representing the different touchpoints that characterize his interaction with the service.

In this kind of visualization, the interaction is described step by step as in the classical blueprint, but there is a stronger emphasis on some aspects as the flux of information and the physical devices involved. At the same time there is a higher level of synthesis than in the blueprint: the representation is simplified through the loss of the redundant information and of the deepest details.

related



(/tools/13)



(/tools/19)



(/tools/35)

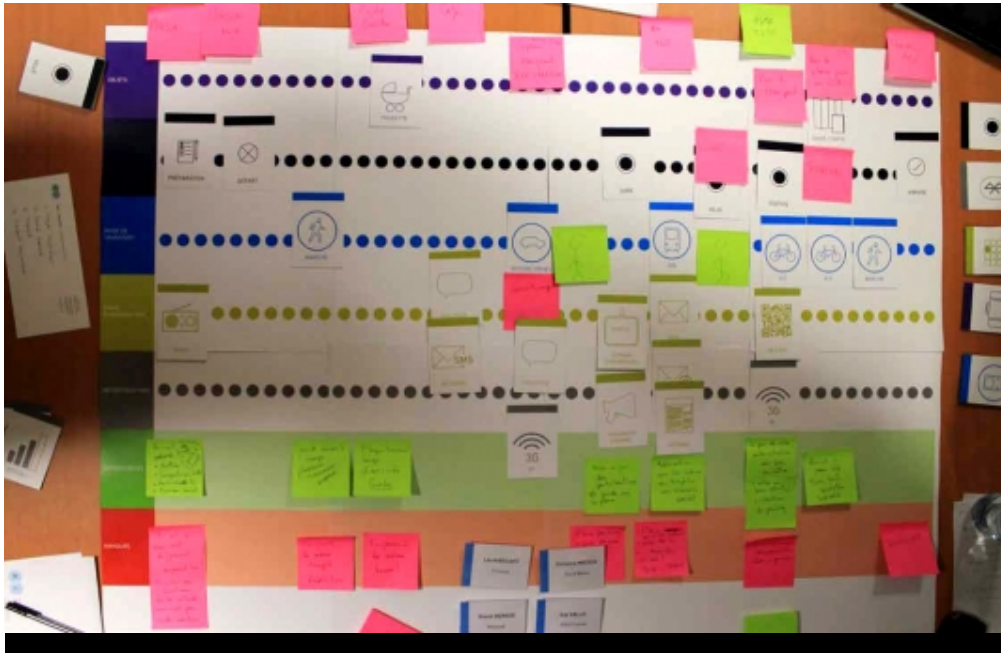
CASE STUDIES

CUSTOMER JOURNEY MAPPING GAME

Paul Kahn (Mad Pow) & Christophe Talleg (Uinfoshare)

➤ SUGGEST A CASE STUDY

(../mbox)



(http://www.servicedesigntools.org/sites/default/files/res_images/Workshopslides_jeu-8_o.jpg)

The gamified customer journey mapping is a way to easily describe a possible scenario or map the experience throughout an existing service.

A blank journey worksheet and a set of cards representing the touchpoints are needed to set the ground for the activity. According to the specific context and purpose of the session, various game modalities and rules can be then created. A typical process for this kind of activity can start by asking the participants to choose a persona (or create a persona from scratch), define a goal for this persona, pick up the touchpoints that allow reaching this goal and describe the experience flow across the different touchpoints.

The cards provide a visual support that facilitate understanding and assembling the sequence of activities and touchpoints that characterize the service experience.

This specific example comes from a project about transportation. A high level of complexity emerged due to the fact that the transportation customers are often 'shared customers' of a range of multiple operators -that are needed to let people move from A to B-. The map tries to embrace this complexity by representing the different touchpoints in relation with the different types of stakeholders (public bodies, transport operators, local and regional authorities).

At the end, once the journey has been mapped, the game-boards can be used to highlight the gaps, pain points and opportunities of the experience, both from the perspective of the user and the provider.

The tool is available on a prezi template to copy and try online:

<http://prezi.com/1qu6lq4qucsm/customer-journey-mapping-game-transport/>

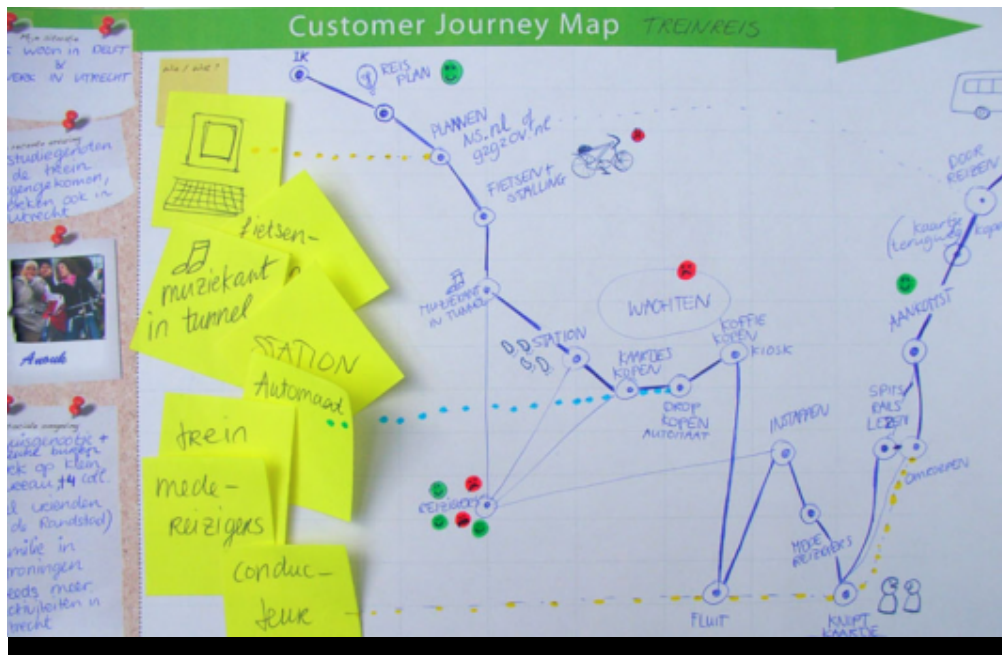
(<http://prezi.com/1qu6lq4qucsm/customer-journey-mapping-game-transport/>)

<http://www.utilisacteur.fr/en/beta/mapping-out-mobility-workshop-lift-france-201...>

(<http://www.utilisacteur.fr/en/beta/mapping-out-mobility-workshop-lift-france-2011>)

THE TRAINRIDE

31Volts



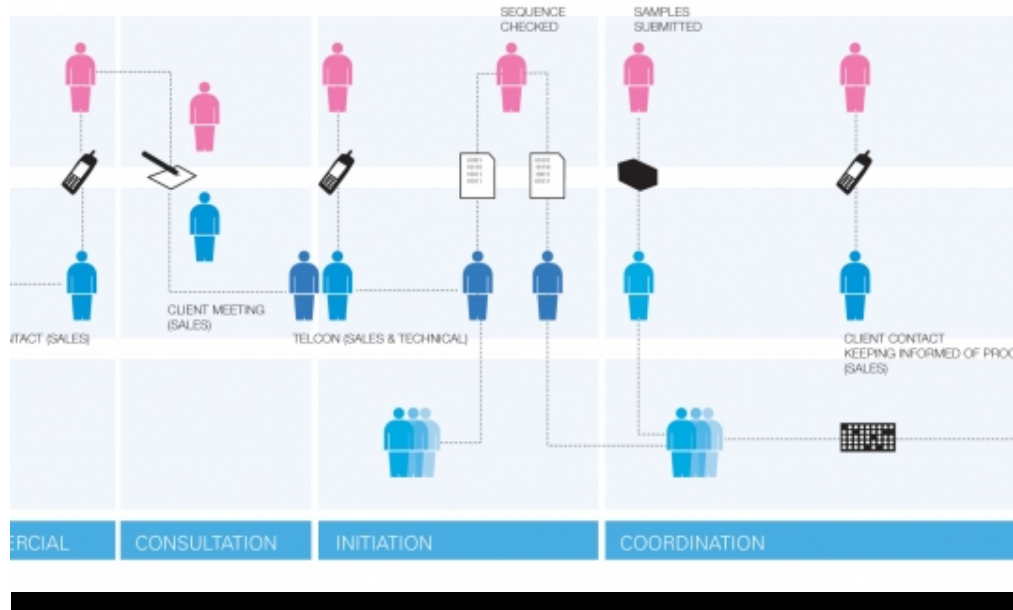
(http://www.servicedesigntools.org/sites/default/files/res_images/CJM.png)

Building a customer journey implies the observation of the user experience and the representation of that experience through its touchpoints.

The example shown here is a rough sketch used for the construction of a customer journey map (in this case the map is referred to a simplified train ride). The starting point is the identification of the touchpoints as the elements of the service interface that establish the relation between the user and the organization. The touchpoints can be physical, virtual or human. The user experience is obtained by connecting the different touchpoints in a sequence.

FINDING & RECOMMENDATIONS FOR ALIGNING OGT SERVICE TOUCHPOINTS

Radarstation



http://www.servicedesigntools.org/sites/default/files/res_images/02.jpg

Three OGT (Oxford Gene Technology) customer segments were interviewed to give insights into their experiences of interacting with OGT's services. The information collected were then used for building three customer journey maps, reflecting the experiences gathered, highlighting the stickling points and comparing OGT to competitor services.

The identification of a structured graphical language for the representation is very useful here, allowing the description of several experiences with the same structure and criteria and facilitating the comparison between them.