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PROJECT DESIGN PHASE-II
CUSTOMER JOURNEY MAP

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touchpoints. Whether your customers interact with you via social media, email, livechat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience.

Customer journey mapping (also called user journey mapping) is the process of creating a customer journey map, a visual story of your customers' interactions with your brand. This exercise helps businesses step into their customer's shoes and see their business from the customer's perspective. It allows you to gain insights into common customer pain points and how to improve those.

Firstly, all the possible customer touchpoints are mapped out, for instance, a website, social channels, interactions with marketing and sales teams.

User journeys are then created across these various touchpoints for each buyer persona. For example, a millennial buyer persona may typically become aware of a product on social, research it on the mobile version of your site, and finally make a purchase on a desktop computer.

The customer experience at each touchpoint should be included in a customer journey map. This can include what action the customer needs to take and how your brand responds.

Customer Journey: Current State	STAGES	NEEDS	RESEARCH	CONVERSION	BUILDING RELATIONSHIPS
What is the customer thinking or feeling?	TARGETS	Customer needs to buy a Product	Searches for various Manufactures and compares numerous Products	Decides to buy the product	Inquires more about the products and the selling locations
What is the customer's action?	TOUCHPOINTS	Customer needs to buy a product	Contacts call centres files contact us form takes expert advice	Meets the products	Satisfied
What is the customer's touchpoint with the business?	WEAKNESS	Proper information not Available	Good demo service, But the required configuration is not available	Post-conversion, the sales person was unable to deliver the expected results during the demo	Waiting time to addressthe issue kept increasing
What do we want to change about this step?	STRENGTH	Proper information not Available	Call centre executives took hold of the situation	Stores managers interaction skills	Freebies such as electronic products
How and/or why will we make this change?	IMPROVEMENTS	Hired a professional to Create optimized website content	The configuration will be made available	Website will properly maintained	Regular follow up with clients on the usage of product