

An Introduction to User Journey Map

PROJECT TITLE: A Novel Method for Handwritten Digit Recognition System

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Project description:

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.

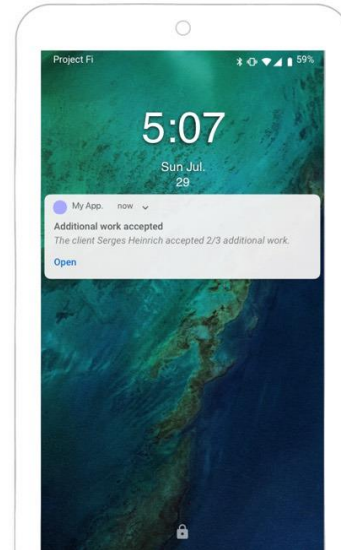
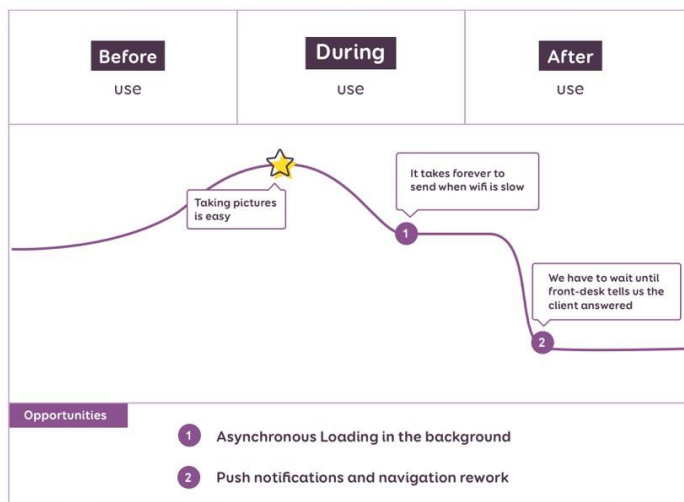
This process also helps B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience.

Example:(The car additional repairs)

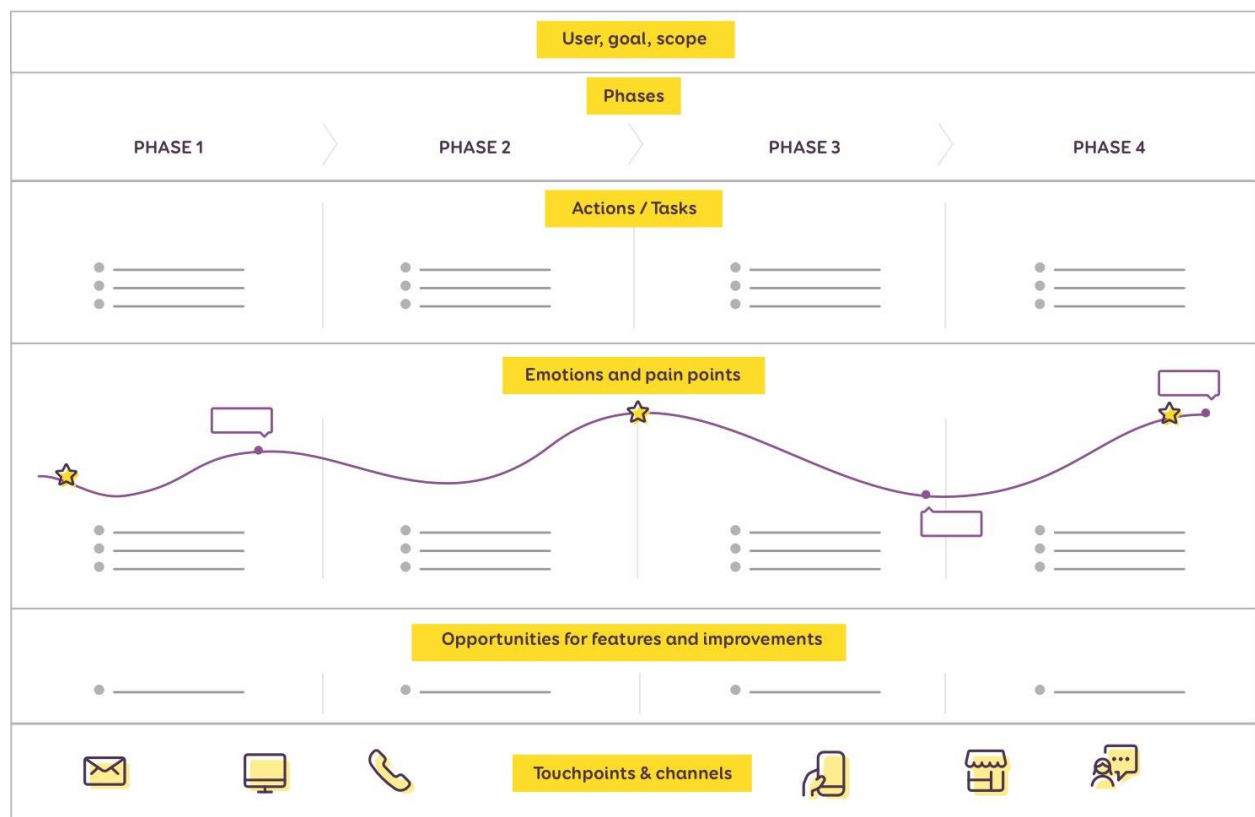
Let's say you bring your car to the garage for a break problem. While fixing the breaks, the mechanics discover there's an extra repair that needs to be done on the engine. The front desk of the car dealership has to call the client to ask them if they accept this extra repair. If the client doesn't reply quickly for various reasons, the car stays immobilized for a long time.

The solution I was working on lets car mechanics take small videos and pictures of the extra repairs. The service desk of the car dealership can add extra documents (like price offers). They client then gets an SMS (or email) with a link to the videos, the pictures and the price offer. They can then accept (or refuse) the extra repairs.

We built a mobile app for the mechanics so that they can take pictures and videos of the cars. We interviewed them in the workshops. Based on those interviews, we mapped their entire user journey map.



How to build a User Journey Map:



1. Do your user research

To build this kind of map, you need to gather information about your users. How to conduct user research was of the scope of this presentation. There's a lot of different direct and indirect ways you can gather information about your users. You can conduct face to face or remote user interviews, street guerrilla interviews. You can build online surveys, take a look at customer support logs (or talking to your customer support people), web analytics. You can do social medias monitoring, etc

2. Define user, goal and scope of the map

Based on your users you first need to define who your user is for this map. Identifying personas (or marketing target audience) will help. The "topic" of your map will be a user goal.

Last but not least, defining the scope is quite important. You can do a super high-level helicopter view map of a whole global journey. But you can also build super detailed zoomed in journey map for a specific part of a bigger journey. Defining the level of detail and scope at the beginning is important to get everyone building the map on the same page. You could map the "current" journey as it is to identify pain points, but you can also map the "ideal journey" as you want it to be to help you drive your roadmap.

3. Identify Journey phases

Identify the different high-level phases of the process a user goes through. Write them down as phases in chronological order. Don't forget about what happens before and after they use your product if you are building a digital product.

If I take the example of my travel agency user, the phases could be getting inspired, planning the trip, booking the trip, going on the trip, coming back from the trip.

4. List actions and tasks

For each phase, list the detailed actions and tasks the user goes through in this particular phase. This list is usually a granular step by step list. Depending on the scope of your map it can be more or less detailed.

In the planning phase of for booking a trip for example:

- *go to a comparator site*

- *enter destination and dates*
- *enter multiple destinations for the same date*
- *enter multiple dates for the same destination*
- *etc.*

5. Understand emotions and pain points

How does the user feel, what do they think during each of those phases? What are the nice positive emotions, the “aha” moments, the delightful part of the experience? What are their pain points, the frustration, what bothers them, annoys them?

In the planning phase of for booking a trip for example:

- *Stress: the users wants to get the best price possible, but they change all the time.*
- *Confusion: too many offers and the price change all the time, why do they keep changing?*
- *Pressure and fear of missing out: the user is afraid that they might lose this “good price” they found it they book tomorrow*

6. Find opportunities

Until now we used our user research to fill the map. Now it’s brainstorming time. Once you know what frustrates, annoys and bothers users, you can start thinking about how to make things better and the opportunities. How might we turn those pain points into opportunities to build and improve our product and service? Are there any user needs that the product doesn’t meet yet that could be met? How could your product meet those user needs?

If you build a map for an existing product/service, you can already start to think about ownership. Which department within your company will have the ownership on those opportunities? Who’s responsible to meet those needs?

In my booking example: the company could offer a “ save my price” button that lets user pay a small fee but guarantees this price for 48 hours.

7. List touchpoints and channels

What are the different touch points the users will have with my product and service at the different stages of this process? Hint: those might not only be digital touchpoints!

Identifying those is important if you want to build a consistent user experience and brand identify across different channels.

In the example of my booking: it could be the website, the mobile app, but it could also be third part aggregators websites of even physical agencies (then you could imagine building a whole journey map for the experience in the agencies)

RESULT:

We do not consider our results to be flawless, as with any study project undertaken in the field of machine learning and image processing. There is always opportunity for improvement in your methods because machine learning is a topic that is continually developing and there always be a fresh new idea that solves a given problem more effectively.