PROJECT DESIGN PHASE - PART 2

DETERMINE THE REQUIREMENT-CUSTOMER JOURNEY MAP

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PROJECT NAME	How to add a website to google analytics

A customer journey map is a visual representation of a customer's interactions with a brand, product, or service, detailing stages, touchpoints, actions, emotions, goals, motivations, channels, devices, customer persona, and improvement opportunities. It helps businesses understand customer needs and improves satisfaction, retention, and brand loyalty.

Google Analytics itself does not provide a visual customer journey map directly within its platform. However, you can use the data collected by Google Analytics to create a customer journey map manually or by using other tools. Here's a general outline of how you can create a customer journey map using data from Google Analytics:

1. Collect and Analyse Data in Google Analytics:

Set up goals and events in Google Analytics to track specific interactions or conversions on your website (e.g., form submissions, purchases). Use Google Analytics to track user interactions, such as page views, traffic sources, and user behaviour (e.g., landing pages, exit pages, time on page).

2. Identify Key Touchpoints:

Based on the data from Google Analytics, identify the key touchpoints in the customer journey. These are the significant interactions and steps that users take on your website.

3. Map the Customer Journey:

Create a visual representation of the customer journey that includes the touchpoints, actions, and channels users use as they navigate your website. You can use software like Microsoft PowerPoint, Adobe Illustrator, or online tools like Lucid chart to create your map.

4. Include User Segments:

Consider creating multiple customer journey maps for different user segments or personas. Google Analytics can provide data on different

user segments, which can be useful in tailoring your customer journey maps to specific audiences.

5. Analyse and Enhance:

Use the customer journey maps to analyse the user experience and identify areas for improvement. This may involve optimizing specific touchpoints, content, or marketing channels.

6. Iterate and Test:

Implement changes based on your analysis and monitor the impact of these changes using Google Analytics. Continuously refine and improve the customer journey over time.

7. Use Additional Tools:

You may also consider using other tools or platforms that are designed for customer journey mapping and user experience analysis. Tools like UXPin, Smaply, or Custellence offer features specifically for creating and visualizing customer journeys.

While Google Analytics provides valuable data to understand user behaviour on your website, creating a customer journey map involves a manual process of turning this data into a visual representation. The goal is to gain insights into how users interact with your website, where they encounter pain points, and how you can optimize their journey for a better user experience.