

Customer Journey mapping:

Customer Journey Mapping is a visual and structural representation of a customer's complete experience while interacting with a product, service, or system. It shows the customer's actions, thoughts, emotions, and challenges across different stages of interaction.

Customer Journey Mapping helps organizations understand the process from the customer's point of view & identify areas where the experience can be improved.

Purpose:

- Understand the customer's experience step by step.
- Identify pain points and gaps in the system.
- Improve customer satisfaction and engagement.
- Align services and processes with customer needs.
- Support better decision-making and innovation.

Why is it important?

- It provides a clear understanding of customer expectations.
- It highlights emotional highs and lows during interactions.
- It helps identify reasons for dissatisfaction or underutilization.
- It improves communication, accessibility & usability.
- It supports user-centered & design thinking approach.

Contents of a CJM:

Persona: the type of customer or user

Scenario: the situation or goal being mapped.

Stages: Different phases of interaction (Before, During, after)

Customer actions: what the customer does at each stage.

Thoughts: what customer thinks.

Emotions: how the customer feels.

Pain points: problems or difficulties faced

Opportunities / Gains: areas for improvement

Types of customer Journey Maps:

1. current state Map
represents the customer's present experience with the system.
2. Day-in-the-life map
shows the customer's daily activities, including interactions not directly related to the product or service.
3. Future state map:
Illustrates the desired or improved customer experience after solutions are implemented.
4. Service blueprint Map:
connects customer experience with internal processes, people and technology.

How to create a customer Journey Mapping:

1. Identify the target customer or persona
2. Define the scenario or goal
3. List the journey stages (before, during after)
4. Identify customer actions at each stage
5. Note customer thoughts and emotions
6. Identify pain points and challenges
7. Highlight opportunities for improvement
8. Represent the journey visually or in structured format

Persona: Student (Undergraduate)

Background: Regular college student focused mainly on academics and exams.

Need: Skill development, practical exposures, and learning resources.

Scenario:

A student wants to improve knowledge and skills using college facilities such as libraries, labs and training programs.

PAST (before intervention)

- Lack of proper communication about facilities.
- No structured orientation or awareness programs.
- ~~structures~~
- Students unaware of eligibility to use labs & training
- Fear of asking doubts to faculty or lab staff
- Dependence only on classroom learning.

Painpoints:

- Underutilization of labs & libraries
- Missed learning & skill-building opportunities
- Confusion about registration & access.

Emotions:

- Confused
- Unconfident
- Left out

PRESENT (current situation)

- Limited information shared through friends or social media
- Students unsure about how to access facilities.
- Occasional announcements without follow-up guidance
- Students focus only on exams due to uncertainty.

Observations:

- students hesitate to explore available resources
- facilities exist but are not actively used.
- No single platform for information.

Emotions:

- Frustrated
- Unmotivated
- Fearful of making mistakes.

FUTURE (after proposed intervention)

- Proper orientation sessions for all students
- Clear communication about facilities & benefits.
- Simple registration & access process.
- Faculty guidance & student mentors
- Regular awareness programs & demonstrations

Gains:

- Increased usage of libraries, labs & training programs.
- Improved confidence & motivation among students.

- Better academic and skill development
- Equal access to resources for all students.

Emotions:

- Confident
- Motivated
- Included
- Satisfied.