

DETERMINE THE REQUIREMENTS (CUSTOMER JOURNEY MAPS)

Focus on customer perspective. The journey map needs to focus on how a customer experiences interactions, not how the company perceives those experiences. Account for customer segments. Research your maps. Ensure that maps reflect all touchpoints. A journey map lays out all touchpoints that your customer may have with your brand – from how they first heard of you through social media or brand advertising, to their direct interactions with your product, website, or support team and includes all of the actions your customer takes to complete an objective across.