

## **Summary of Customer Journey Map**

When making this customer journey map, I had the goal of making sure it was kept as simple and refined as possible however contentful and aesthetically pleasing so it still gets the main points of the whole service across. I based my CJM of a user persona summarizing the research conducted from the 'volunteer' area within Kaicycles organization (interview with existing volunteer, research of website). This was a way of gathering all the points that I needed to make up the journey map and I can give the journey map a certain plot so readers understanding is improved. This also helped me to narrow down the 5 key phases of the service in which I pulled out certain bits of info from the persona to fill in the thoughts, emotions, gain/pain points, etc and I think the real strength of my customer journey map is being able to visually summarize that relational persona in a way that helps readers imagine and feel what its like to physically go through this particular service. This is something that will benefit kaicycle when shown to them as it could be used to show their organizers/workers the potential flaws that are obviously erupting in the wider picture of their organization. This is especially relating to the gaps and opportunitites section which was purposely added to try prompting them to make those certain changes to improve the wider picture of the organization.

The thought bubbles coming out of the student (animated character) was something I did to add more characteristic to the journey map instead of physical lines of text all the time. The journey map needed to speak its message more visually rather than verbally and the balance between text (supporting the image/illustration) and image (dominating) helps to keep those readers engaged and interested in the flaws of the service. The benefit to the images, specifically the speech bubbles signalling the thoughts of the student, is Kaicycle will be able to make those changes more empathetically and from the potential volunteers' point-of-view rather than their own personal thoughts which would be unethical as they arent the users. If they did not have the resources to interview potential volunteers of Kaicycle, this area of the journey map could interpret/symbolize those perspectives, saving Kaicycle valuable time and money in the bid to improve this service.

As I only summarized the 5 key phases of the service, I was able to space out all elements whilst still keeping them proximised with their relevent areas which will be hugely beneficial to Kaicycle as they don't have to spend copious amounts of time having to distinguish specific areas which will takeaway from their implementing process. To help this I also made the arrows and flow of each consecutive phase in one direction with all the elements (gain/pain points, thoughts, emotions) kept to one section. Making the colour theme of the journey map the same as the kaicycle logo also benefits Kaicycle as they'll be able to display/show it to people more confidently as it demonstrates originality making it more understandable.