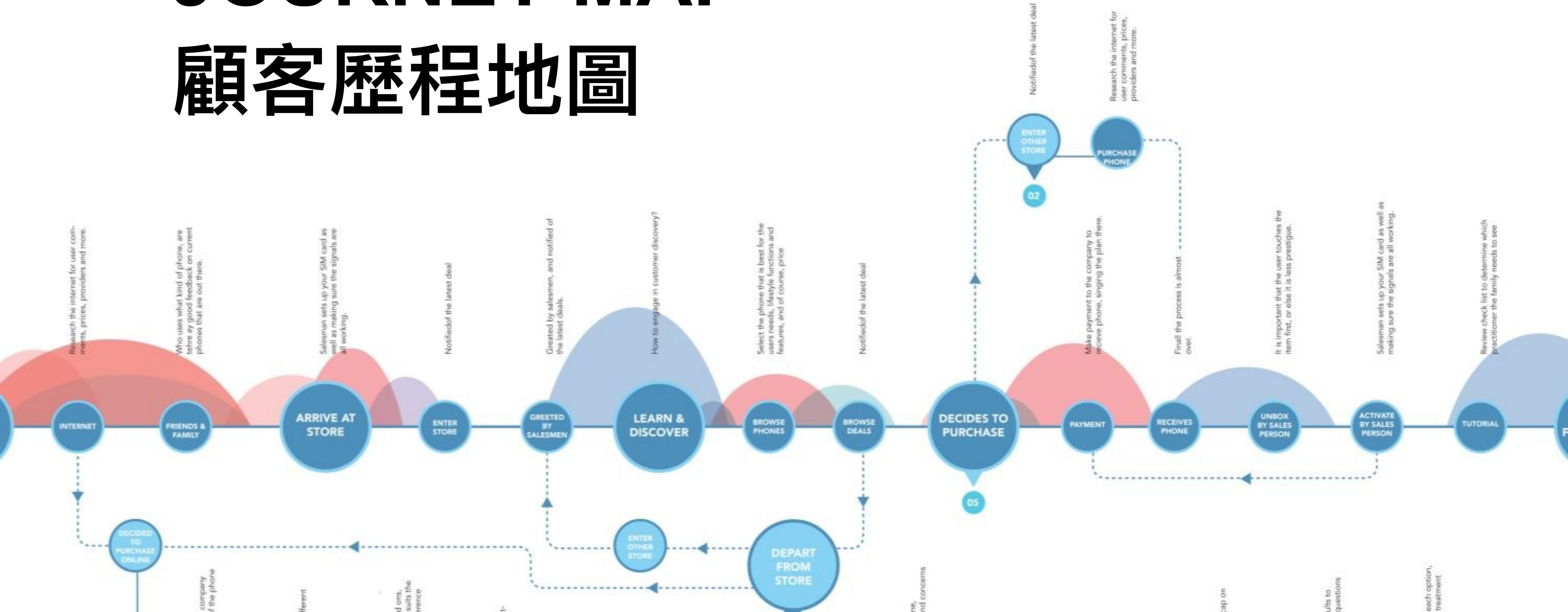
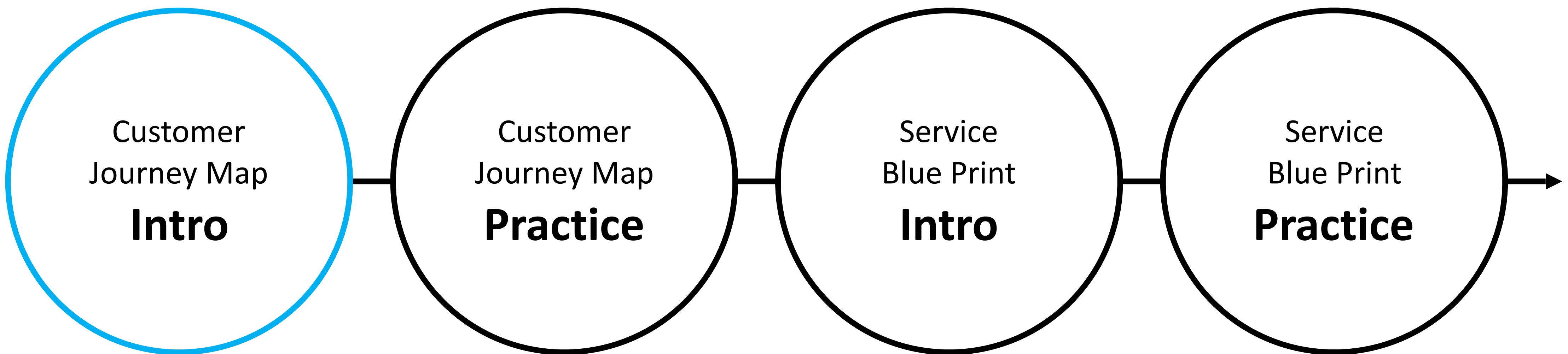
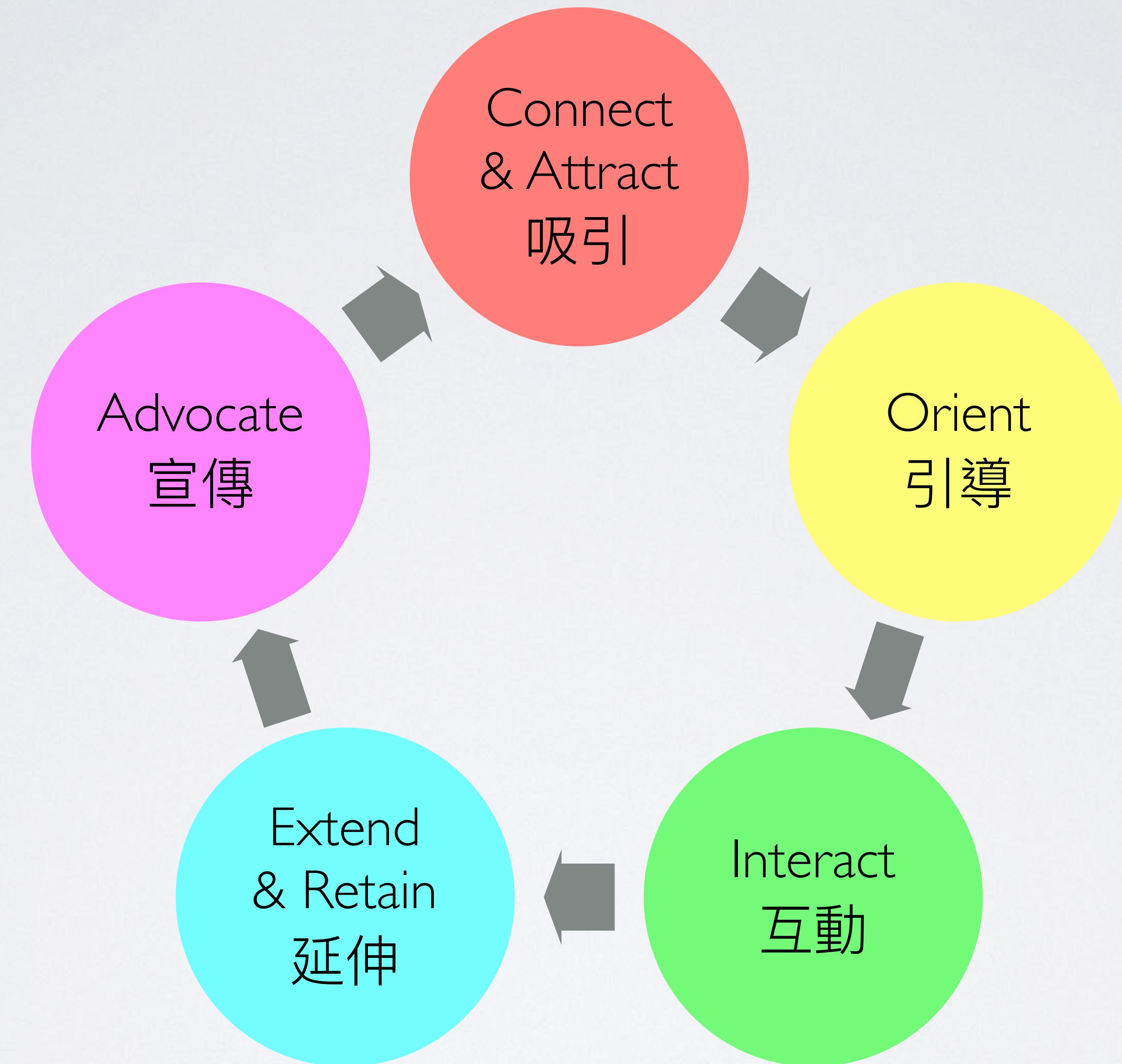


CUSTOMER JOURNEY MAP

顧客歷程地圖







Connect & Attract
享受音樂的剪影 & 精采的廣告 & 蘋果大會

Orient
實體蘋果商店 Apple Store

Interact
iPod 系統

Extend & Retain
iTUNE & playlists, mail, calendar, photos

Advocate
評價系統 果粉



Buying 購買
iStore AppleStore

Listening 聆聽
iPod Easy to carry

Organizing 組織
iTune

Sharing 分享
Ping & Families

Storing 儲存
Save physical places iCloud Music Match











GOALS
目 標

Issues / Opportunities,
發現問題/機會點

Insights
洞察

Impact
影響力

Holistic

HOW TO USE CJM功用

Map & Understand

將對使用者的理解視覺化呈現

Diagnose Problems & Opportunities

診斷問題及機會點

Design Scenarios

瞄準關鍵情境深入發展

Communicate with Different Teams

幫助跨團隊溝通

Make decisions & Plan

協助決策及計畫

HOW IT MADE

CJM怎麼做

real life information

真實的資訊

avoid assumption

避免假設或虛構

identify the stage, touch point

區隔階段及接觸點

CJM ELEMENTS

Activities

活動

People/Stakeholders

使用者/ 利害關係人

Artifacts

產品

touch points

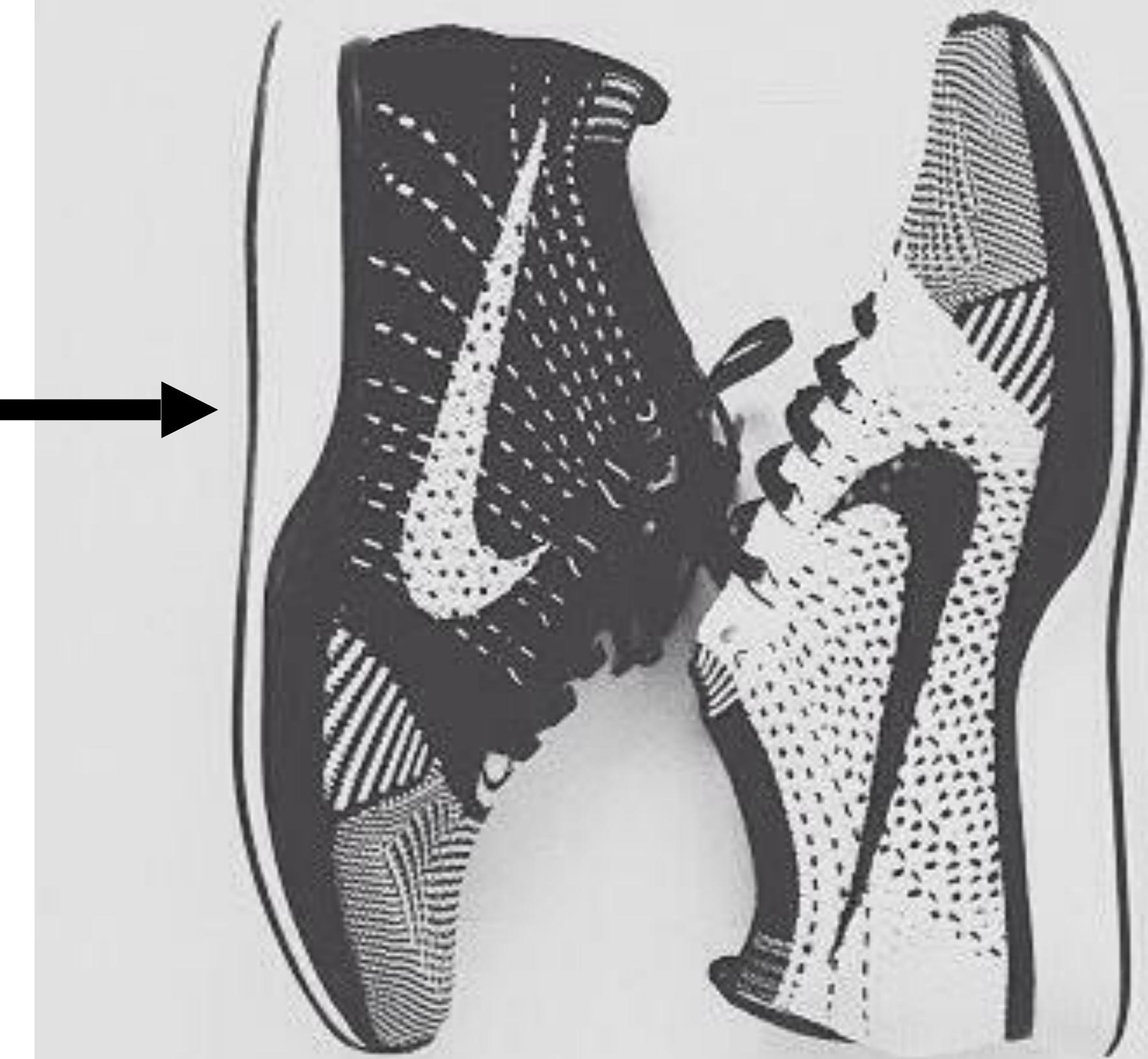
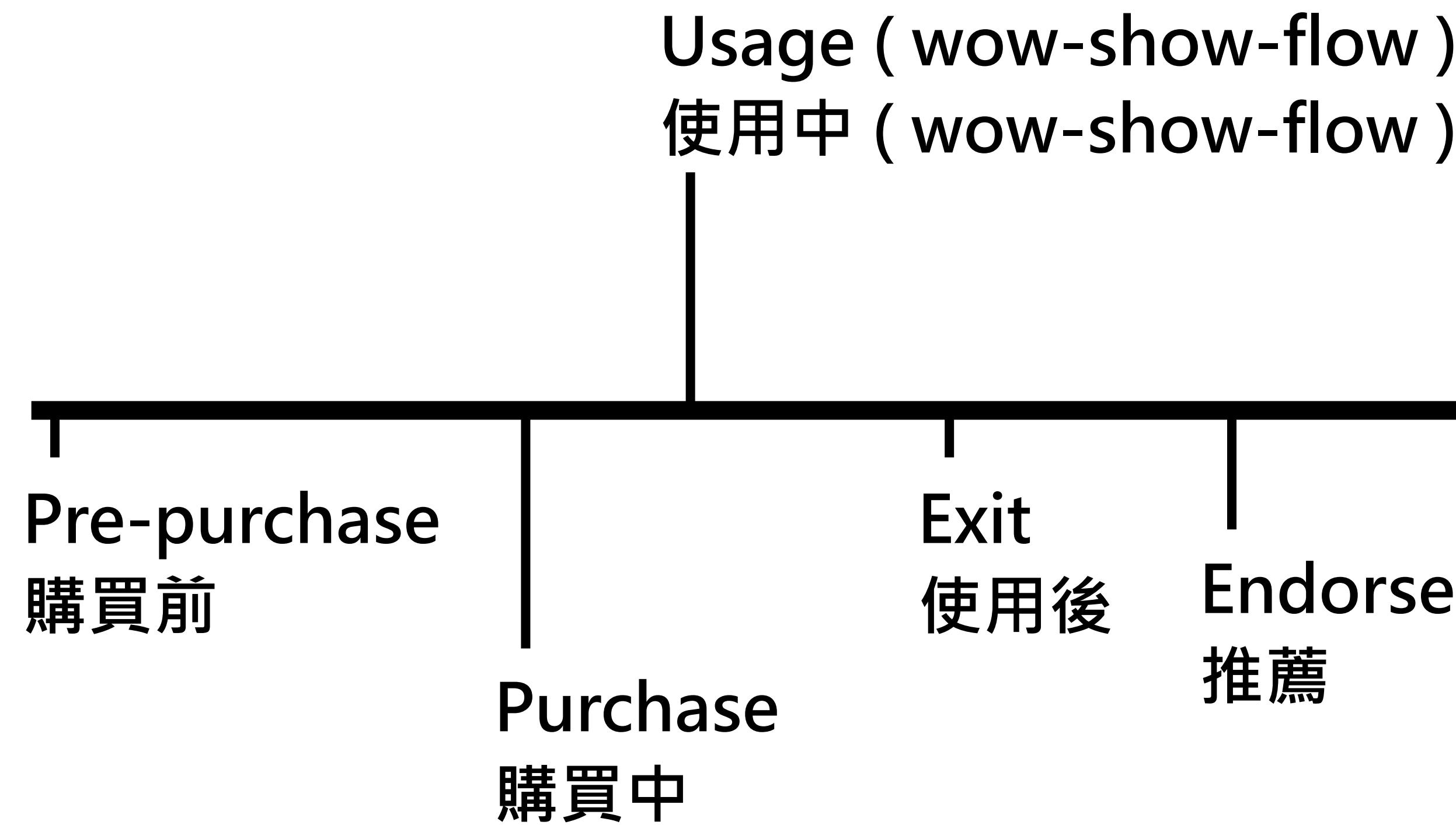
接觸點

contexts

情境

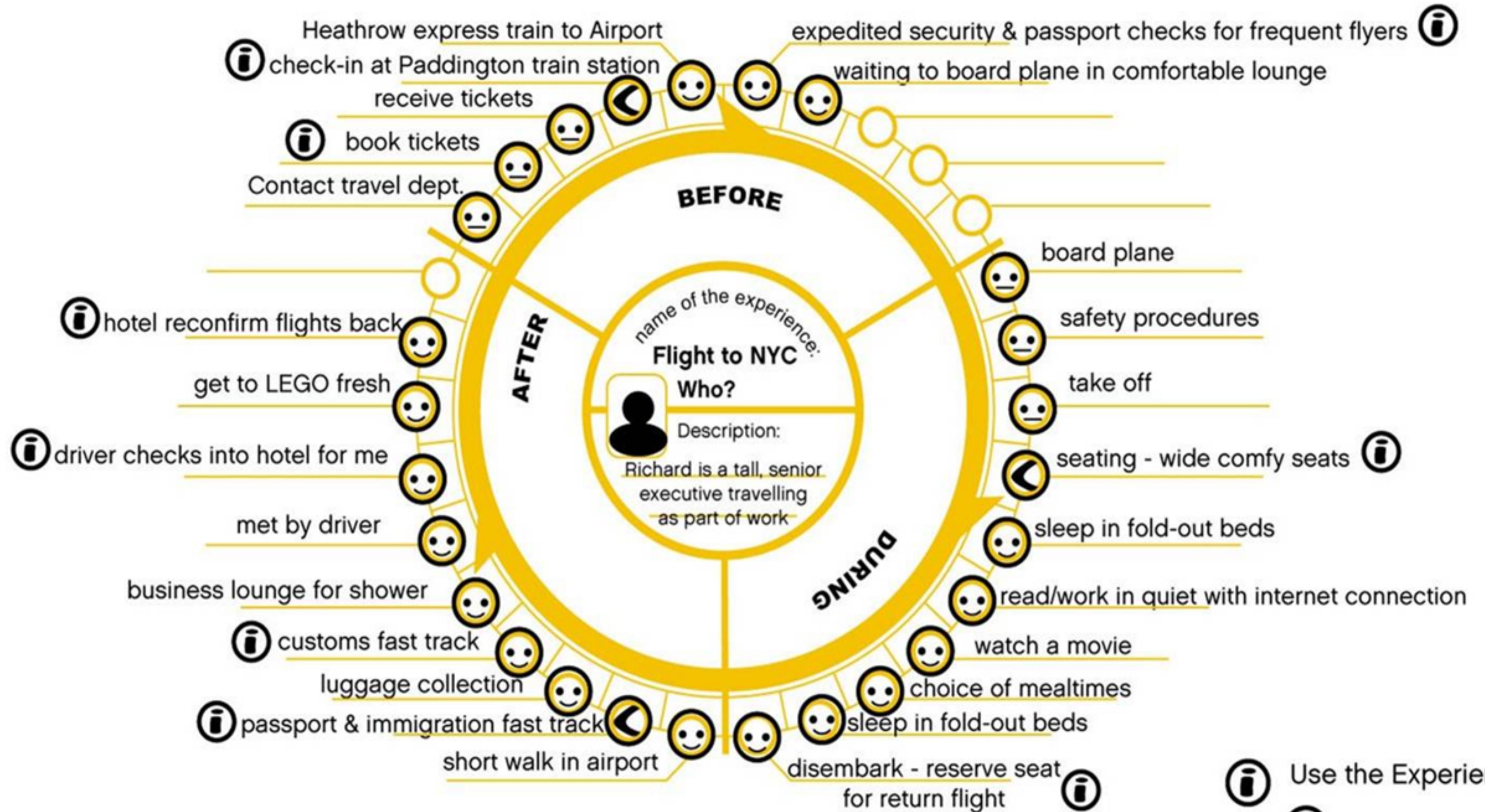
emotions

情緒



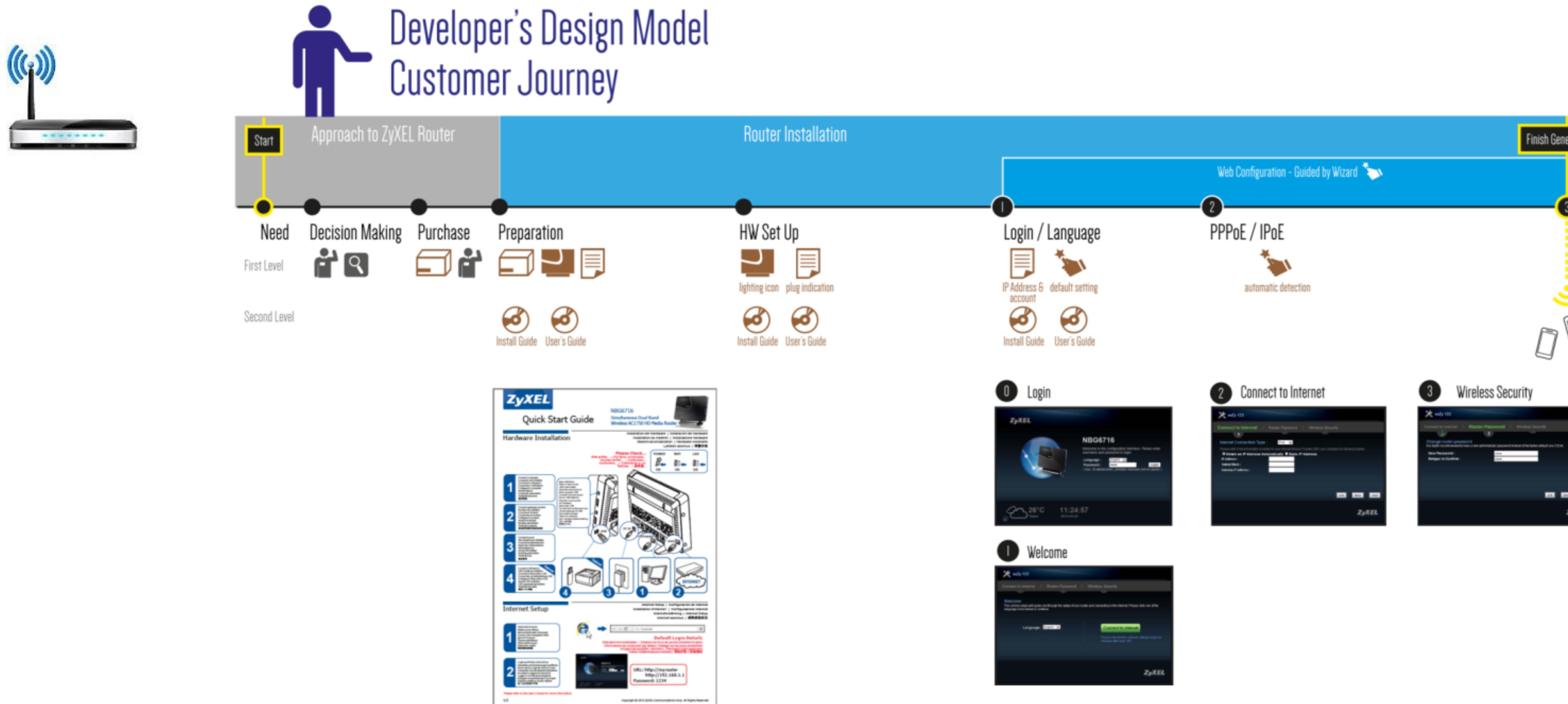


Designing the Experience - Example WOW

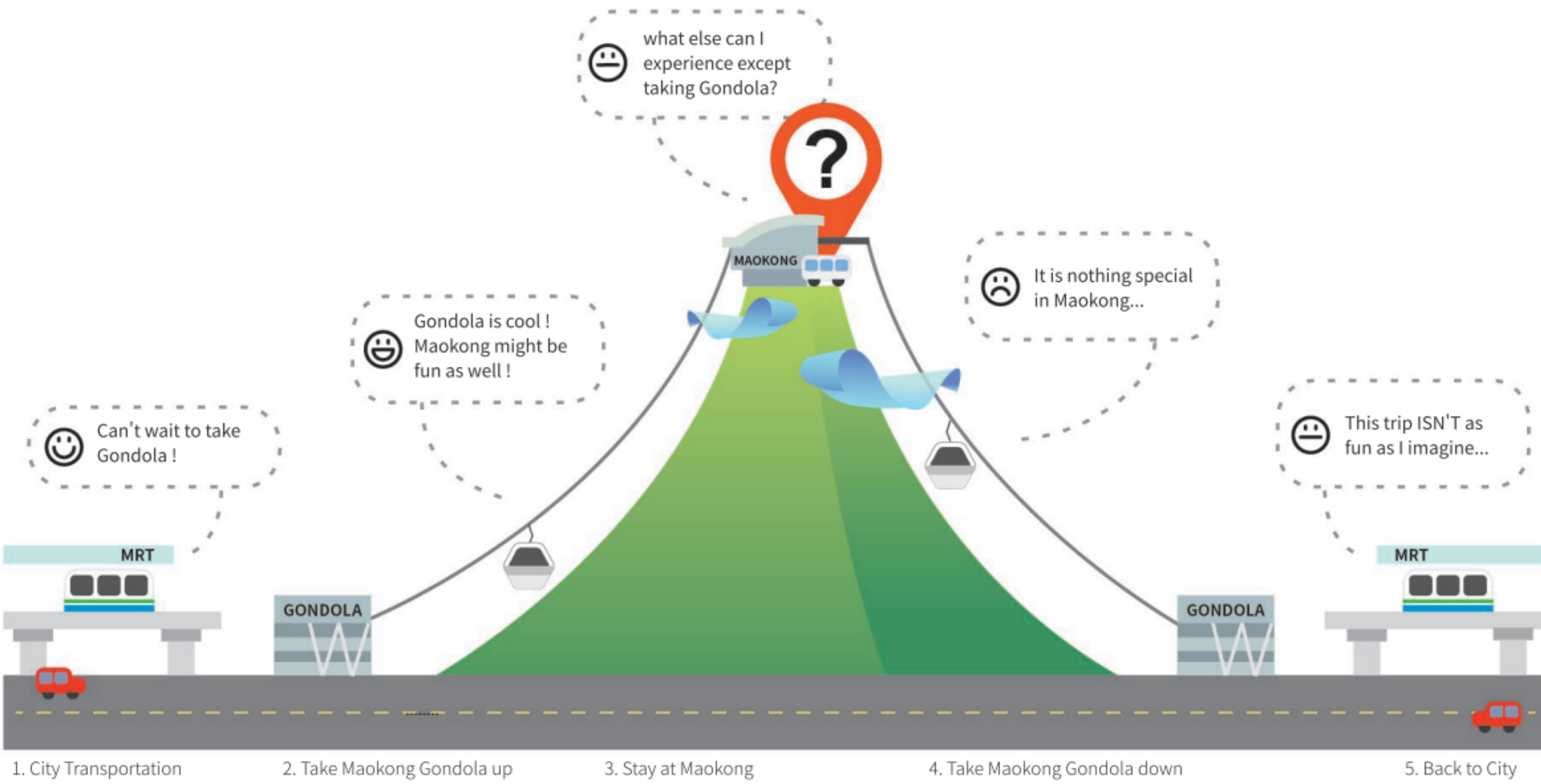


- i Use the Experience Icons:
 - Smiley face: How can this be a positive experience?
 - Neutral face: Make or break moment - what can we do to make sure consumers come back time and time again
 - Information icon: Where do we need data to help deliver the experience?

EXAMPLE



EXAMPLE



EXAMPLE

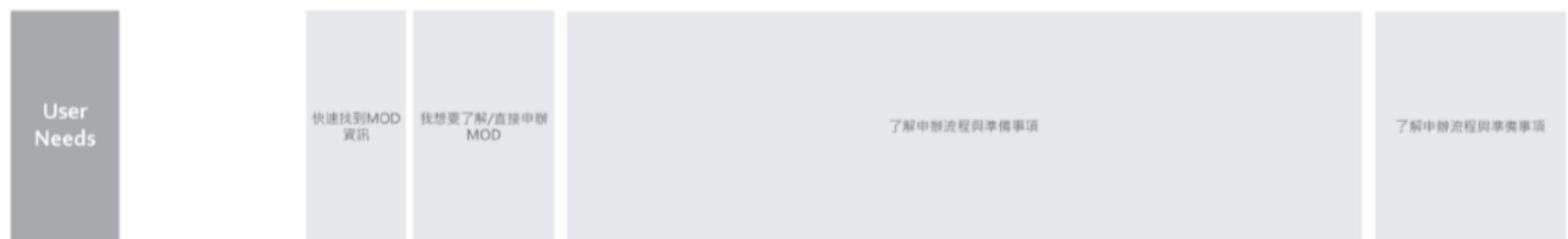
Stages Awareness Research Ask-How



1. 抽取號碼牌



客服電話
0800-080-123
市內電話123



了解申辦流程與準備事項

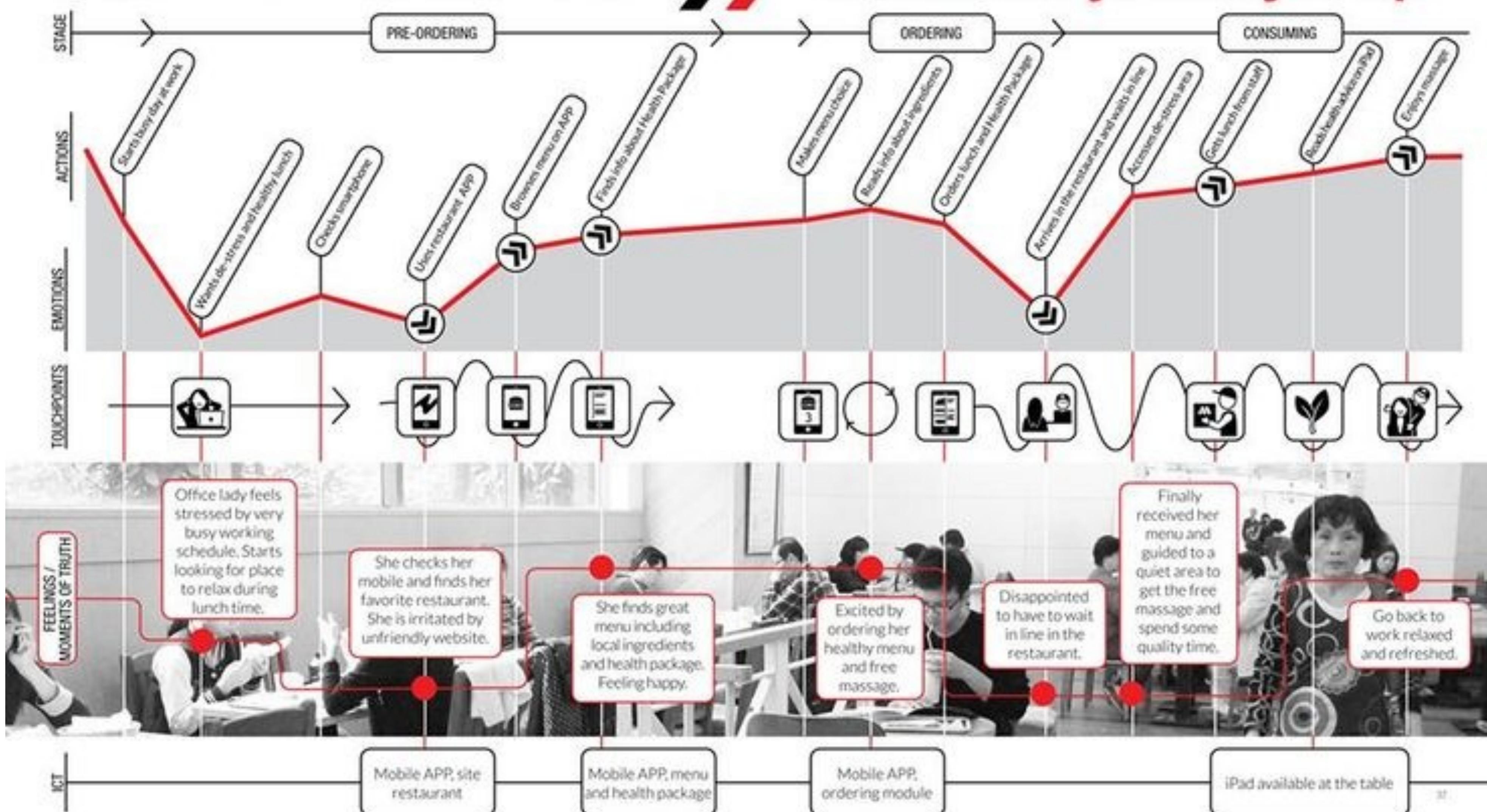
快速辦理



附上申請流程的說明與連結並告知事後監督時需要之文件，讓使用者能清楚知道後續的步驟減少錯誤率與心理負擔



3 | 4 restaurant case >> customer journey map



EXAMPLE

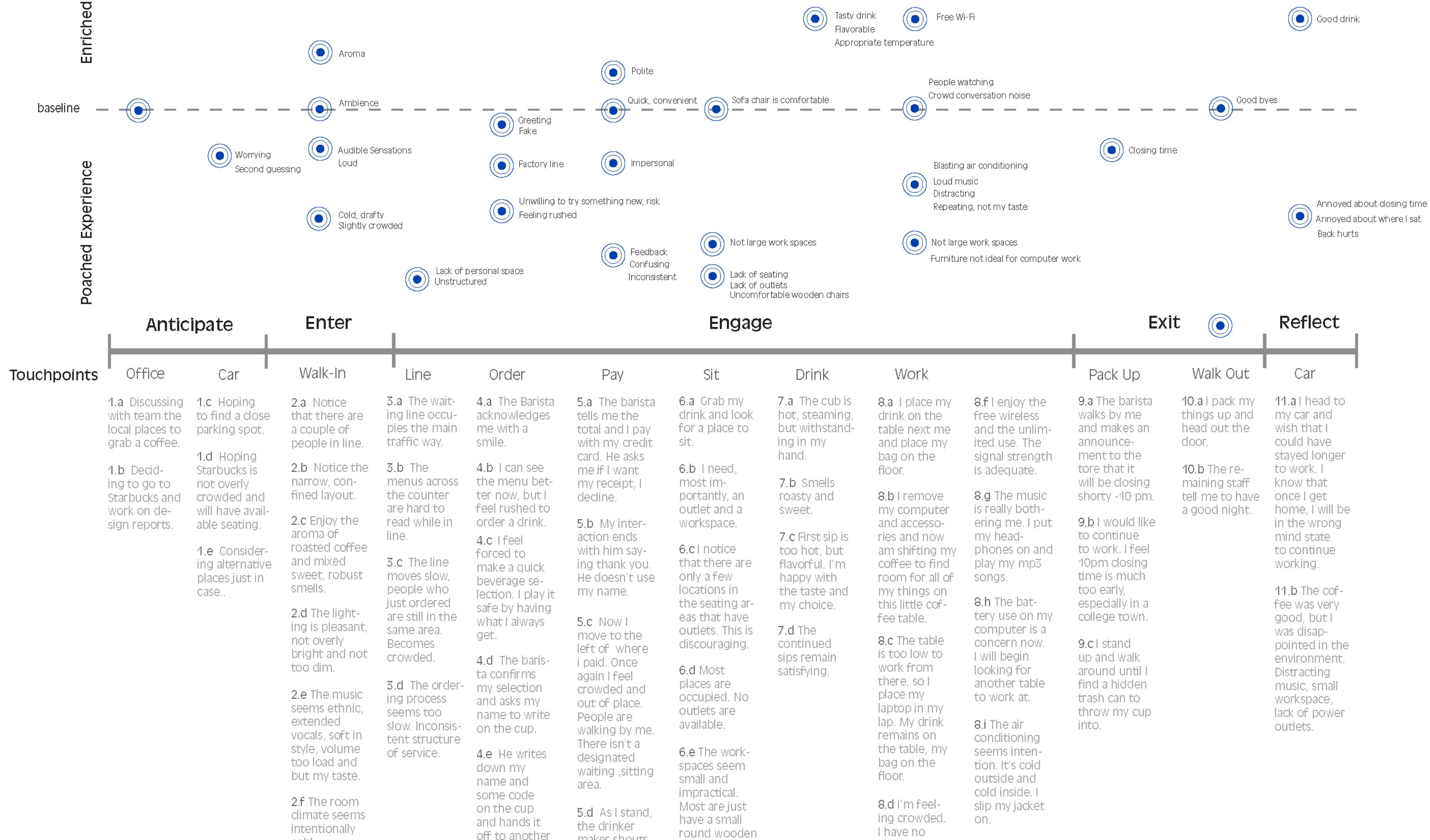


Starbucks Experience Map

Date: 3/22/10

Eric - Repeat Customer

Purpose: To work/drink coffee

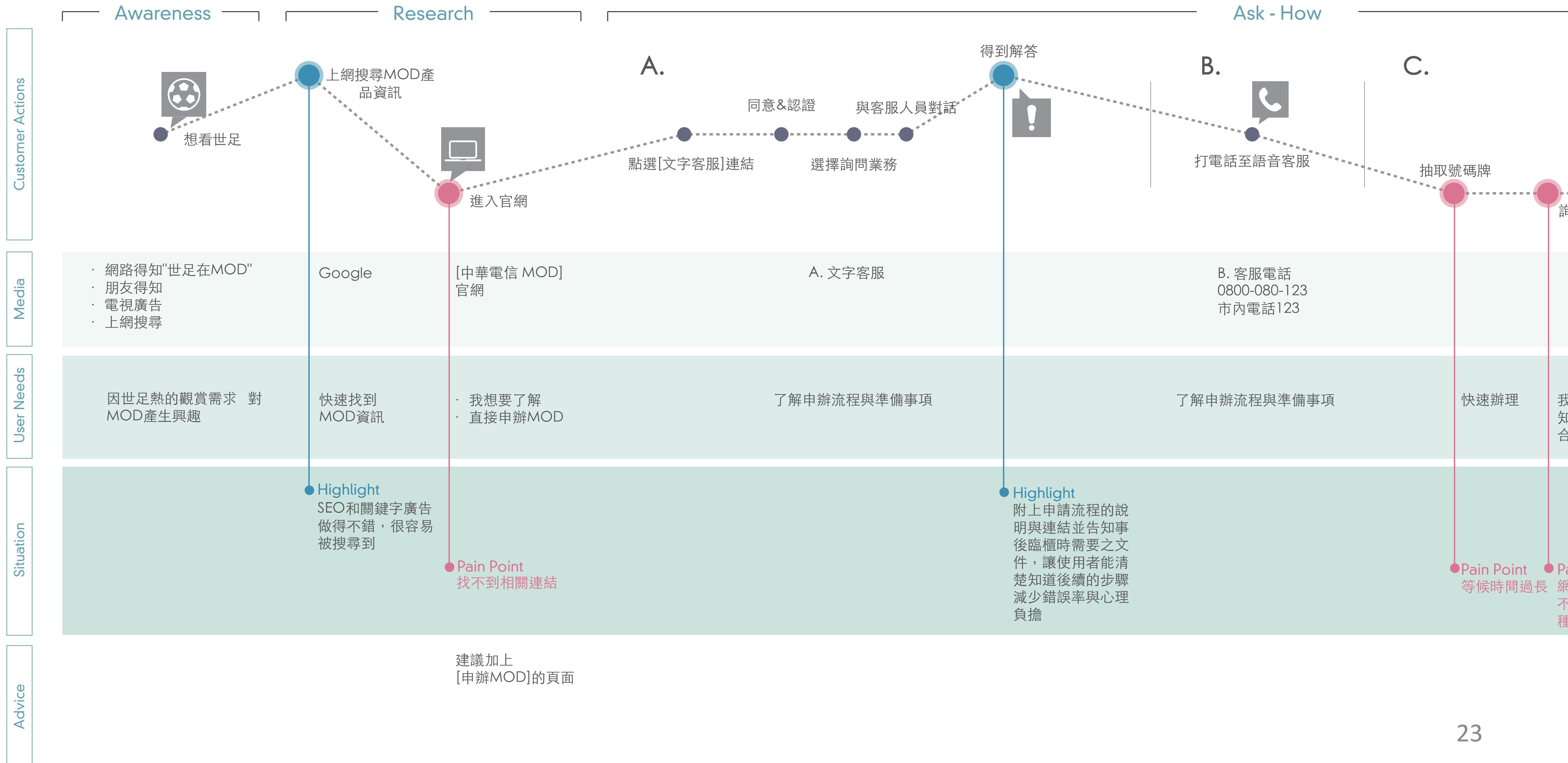




Designing with
**CUSTOMER JOURNEY
MAPPING**

CUSTOMER JOURNEY MAP

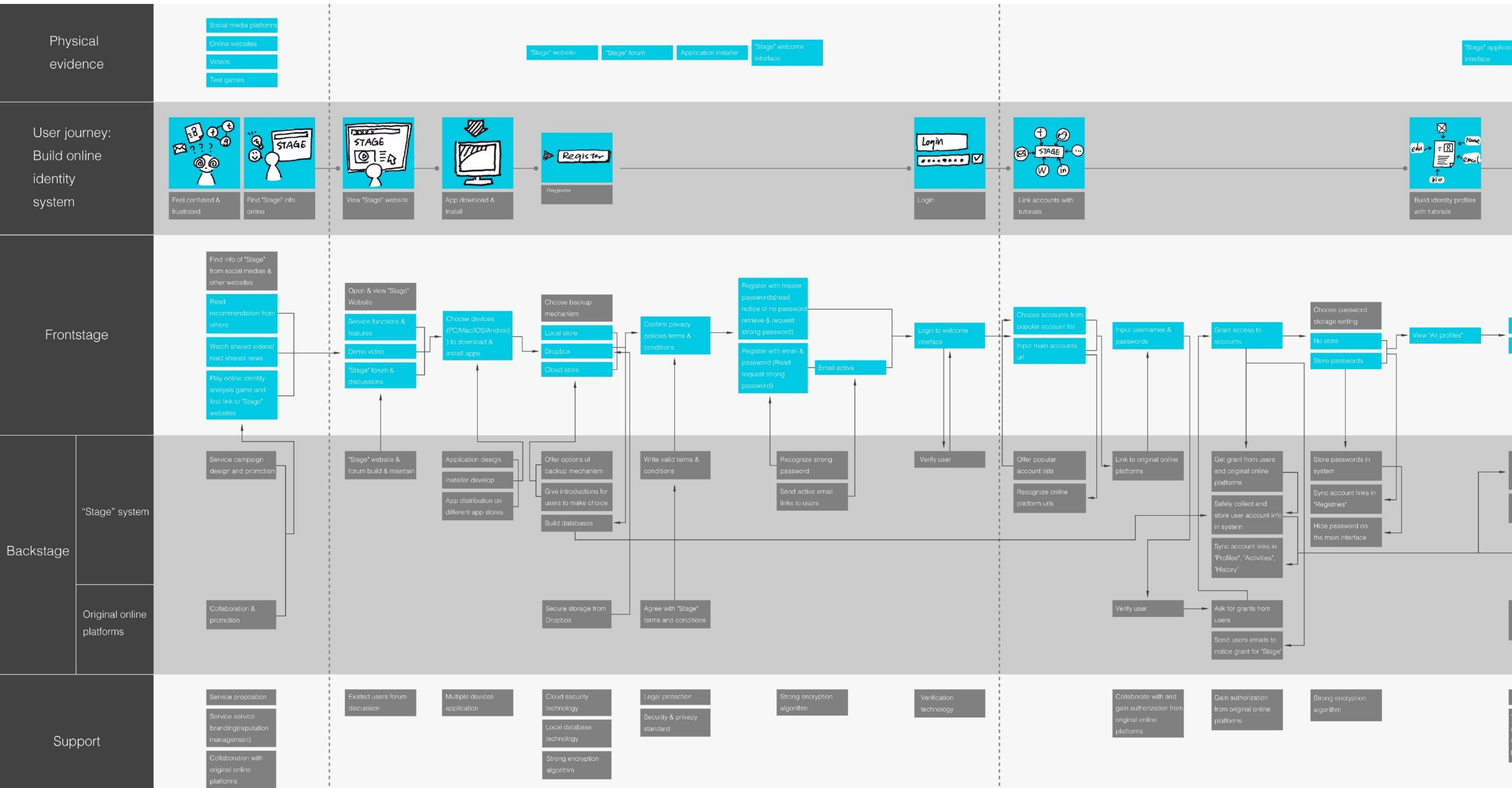
MOD Experience Process



Aware

Join

Interact

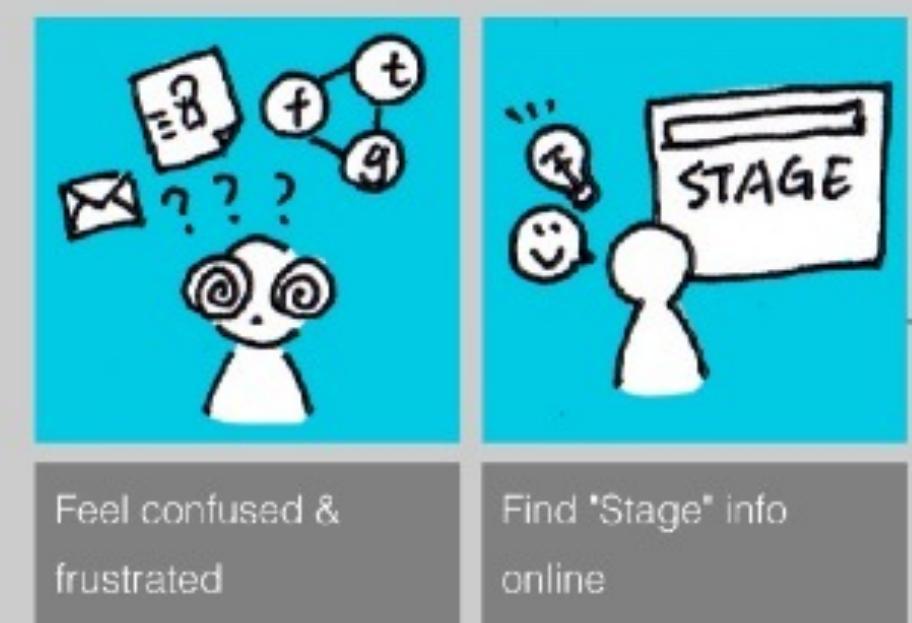


Aware

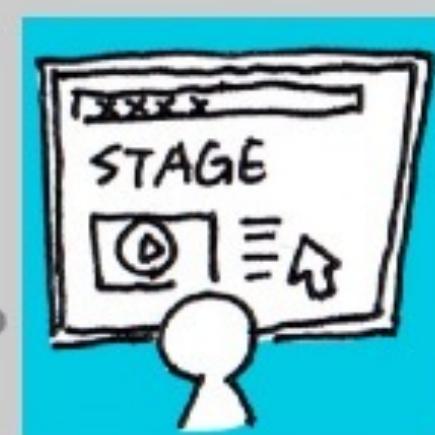
Physical evidence

- Social media platforms
- Online websites
- Videos
- Test games

User journey:
Build online
identity
system



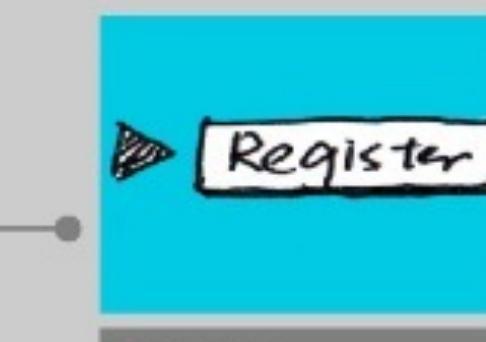
Feel confused & frustrated
Find 'Stage' info online



View 'Stage' website



App download & Install



Register

Frontstage

- Find info of 'Stage' from social medias & other websites
- Read recommendation from others
- Watch shared videos/ read shared news
- Play online identity analysis game and find link to 'Stage' websites

Open & view 'Stage' Website

Service functions & features

Demo video

'Stage' forum & discussions

Choose devices (PC/Mac/iOS/Android) to download & install apps

Choose backup mechanism

Local store

Dropbox

Cloud store

Confirm privacy policies terms & conditions

Register with master passwords(read notice of no password retrieve & request strong password)

Register with email & password (Read request strong password)

Email active

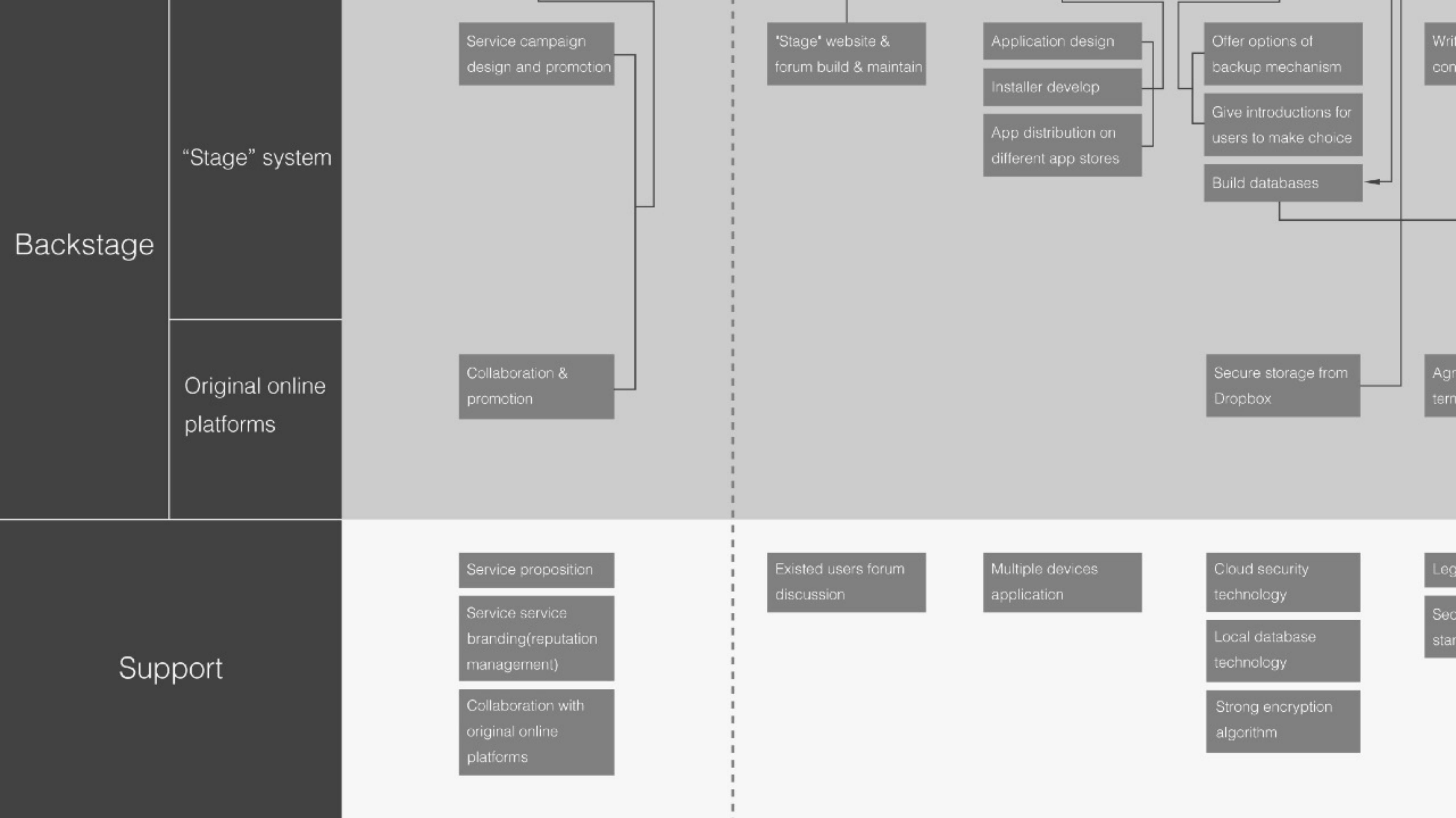
Join

'Stage' website

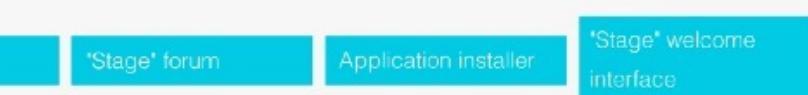
'Stage' forum

Application installer

'Stage' welcome interface



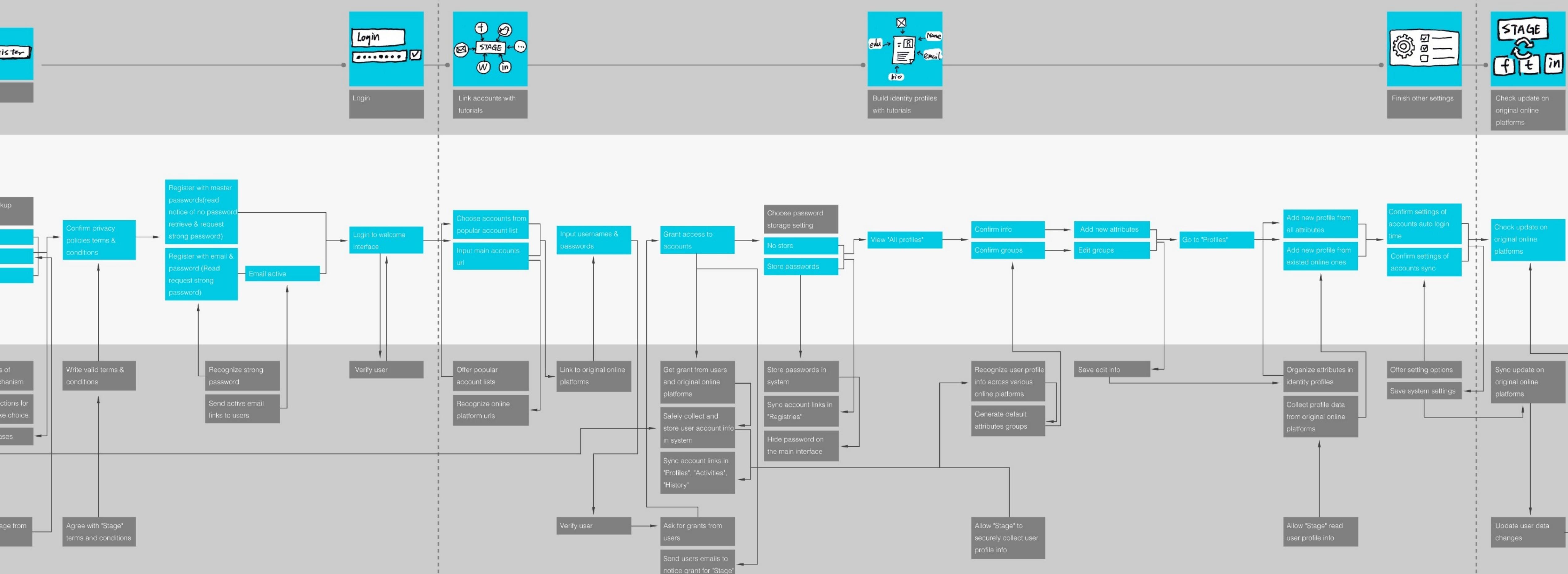
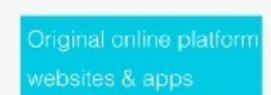
Join



Interact



Leave



Legal protection
Security & privacy standard

Strong encryption algorithm

Verification technology

Collaborate with and gain authorization from original online platforms

Gain authorization from original online platforms

Strong encryption algorithm

Key info detect
'Stage' system's understand & analysis of various online platforms contents

Collaborate with and gain authorization from original online platforms

Collaborate with and gain authorization from original online platforms

HOW TO MAKE IT

CJM延伸價值

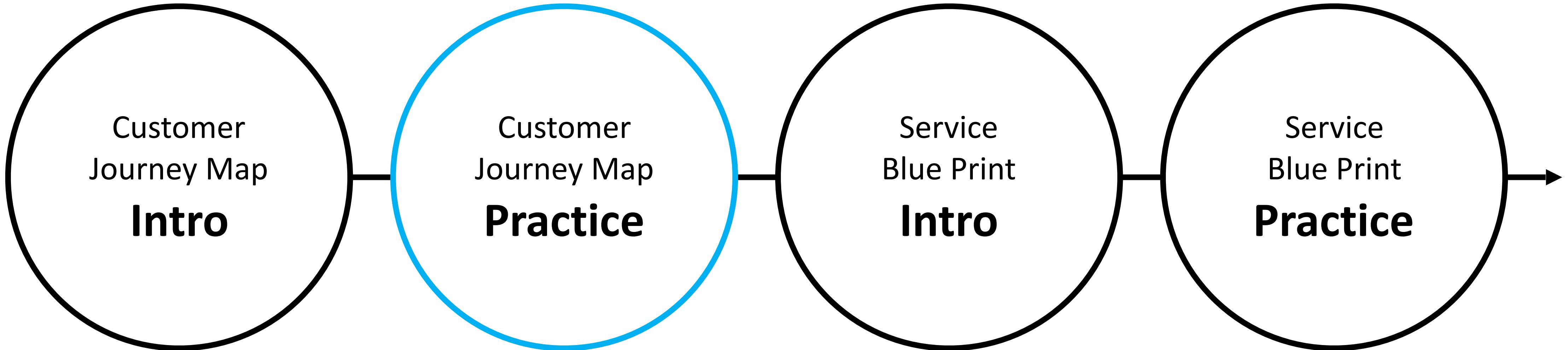
Create Initial Map
製作原始旅程

Evaluate
從中評估

Explore
探索

Brainstorm
輔助腦力激盪

Design New Experiences
設計新的體驗



PERSONA

A3



PROFILE
PHOTO

EXPERIENCE

外食種類、頻率

REAL QUOTES

訪談者真實話語

IDENTIFIERS

外食習慣

名字

BACKGROUND

工作背景、專長

CHALLENGE

外食時，對於食物安全的挑戰

EXPECTATION

外食族對食安的期待

DEMOGRAPHICS

性別、年齡、家庭狀況

1 Journey

10 Touch Point

PERS

SUBJECT
TIME
IMAGE

接觸點事件

事件發生時間

PERSONA

SUBJEC
TIME
IMAGE

PERSONA

SUBJEC
TIME
IMAGE

DESCRIPTION 包含事實及問題的描述

| DESCRIPTION 包含事實及問題的描述

DESCRIPTION 包含事實及問題的描述

1 事件描述

2 問題描述



時間軸 Observation



頻道
服務體系
的元素
Channel



情境互動
Interaction in Context



+ + + + + + + + + +

+ + + + + + + + + +

+ + + + + + + + + +