

# Understand customer needs, motivations, and obstacles

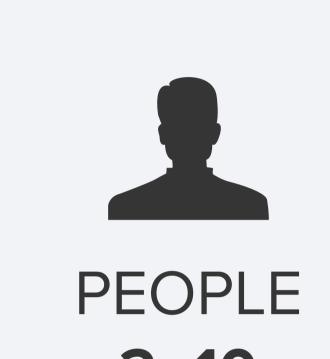
Customer Experience Journey Map

January 2022

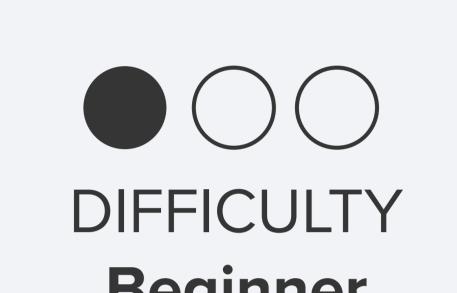
#### INTRODUCTION

When you're designing a solution to a problem, you can use this template to help your team build empathy for your users by defining the situation, building proto-personas of your users, and mapping out stages of the situation your users face.

This critical exercise in defining user needs, motivations, and obstacles will help guide your next steps in designing a solution.



1-3 hour



Beginner

## AGENDA Define the situation

Create proto-persona 1 Create proto-persona 2

Create customer journey map for persona 1

Create customer journey map for persona 2

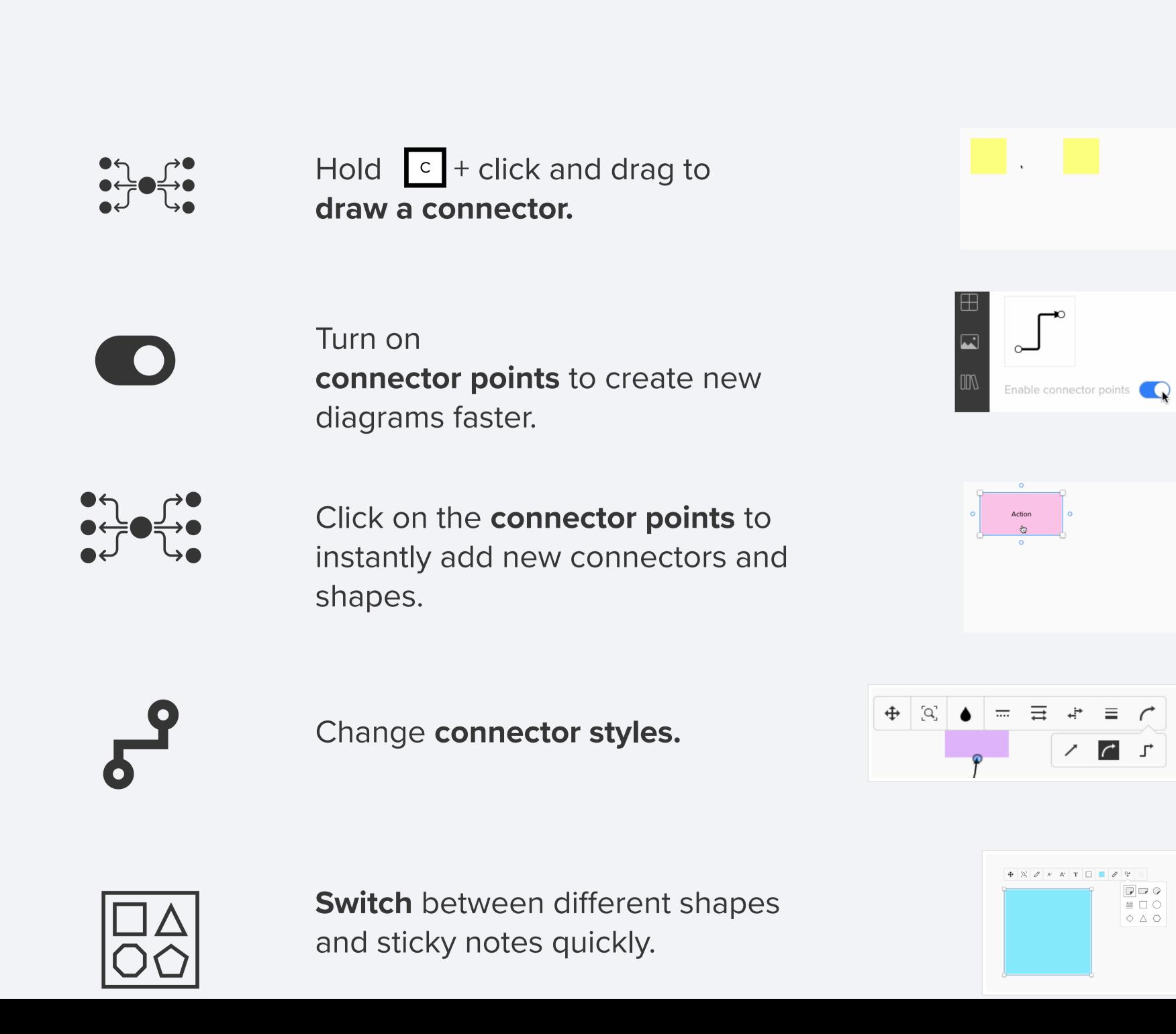
### TOOL TIPS

Make plans and put them into action in Jira: Process outputs from prioritization and planning sessions quickly and efficiently by exporting sticky notes from your mural directly into Jira.

→ Import tasks into MURAL from Jipport issues into a mural to plan and prioritize, simply right click on the canvas and choose "import Jira Issues."

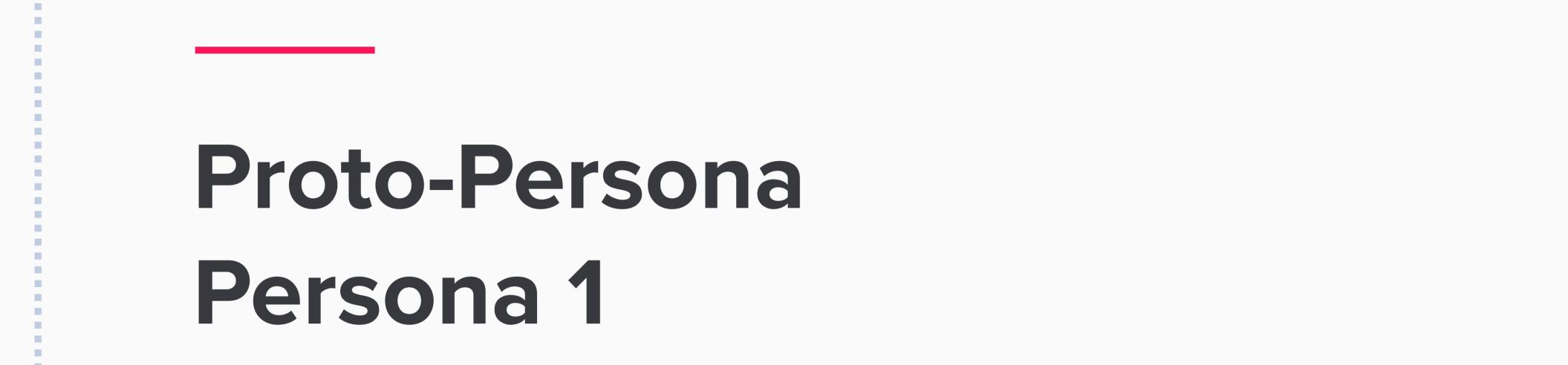
← Export tasks from MURAL to Jira After your session in MURAL, right click on a sticky note (or select multiple sticky notes) and choose "send to Jira."

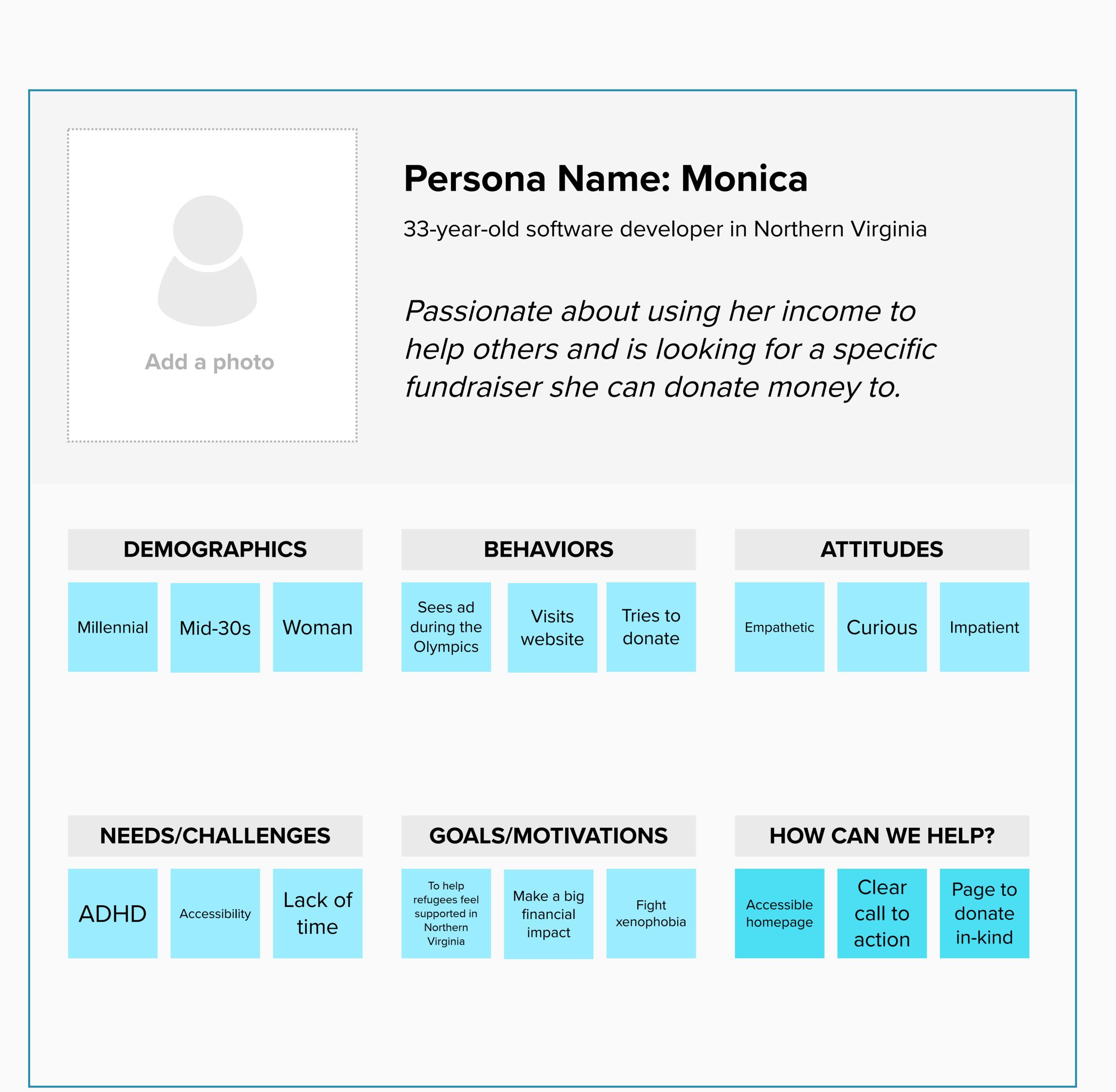
Create connections at the speed of thought:



### Define the situation

We are trying to improve the user experience for Welcome.us so that when prospective volunteers visit, they find out how to volunteer within minutes.





**OPPORTUNITIES** 

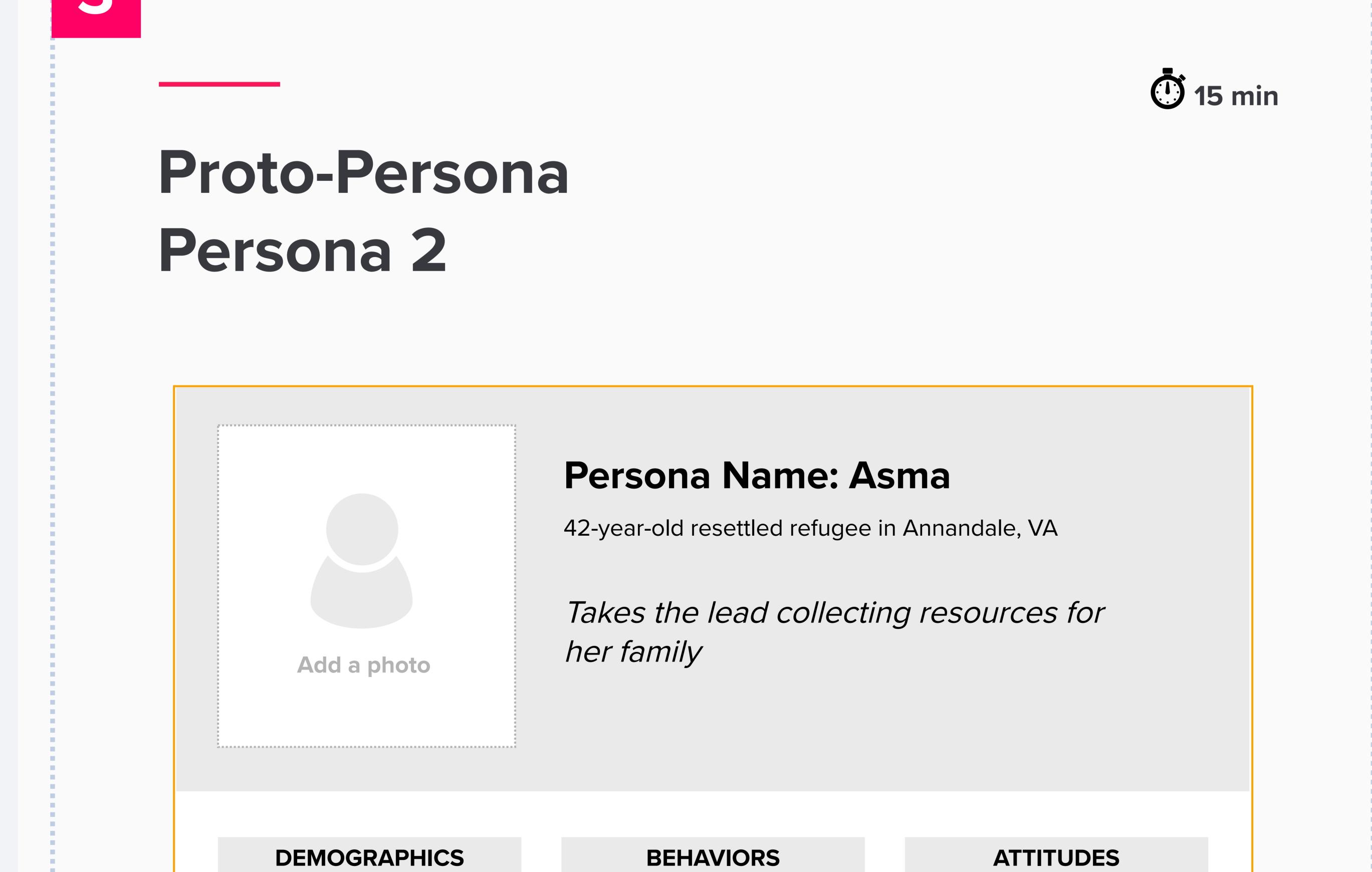
① 15 min

Customer Journey Map

STEPS	Sees the ad	Visits Welcome.us	Clicks "How to Help" button	Views drop- down menu	Clicks "Donate to the Welcome Fund"	Visits the Welcome Fund landing page
ACTIONS	Watching the Olympics	Sees homepage for the 1st time		Reads full list of ways to help	Clicks "Donate Now"	Clicks "Donate Now"
THOUGHTS	Intrigued by the subject	Motivated to help	"I wonder if they'll have what I need here."	Wondering what all these opportunities mean	Eyes flip between button and text below	"Why isn't this site hosted on Welcome.Us?"
Positive	Inspired to help	Empathetic	Excitement	Excited		Excited
FEELINGS Neutral Negative	Mad at the growing number of refugees		Excitement			Confused
PAIN POINTS	Low levels of focus  Not enough	Risks getting distracted by the images	Easily distracted			Being redirected to a 3rd party site

Edit this template
Right-click to unlock

**30** min



① 30 min Customer Journey Map **STEPS ACTIONS THOUGHTS** Positive FEELINGS Neutral Negative