

Time	Activity
08.30	Agenda + Recap and talk about mandatory
08.40	Introduction to Journey Map workshops
09.10	Attitudes and Impact points on the user journey
10.20	Break
10.40	Defining needs
11.05	Desired changes to journey map
11.30	Break
11.35	Innovate
11.30	Competitor benchmarking
11.55	Preparation for next time
12.00	Dismissed

Lessons from mandatories:

- Remember references when mentioning theory, concepts, methods or any other element that you “borrow”.
- Use theories, concepts, methods and more. They are made and developed from real experience and presented in an “easy” to use manner.
- Scenarios are important. They move you from: *“I am designing an interface”* to *“I am designing how people will use this device”*.
- Interviews are qualitative because they provide insight in to the emotional motivations behind peoples behaviour. Not because you talk face to face.

They answer a certain type of research questions. A question that is hard to answer quantitatively with numbers or statistics.

customer experience

The sum of all experiences a consumer has with a supplier of goods or services, over the duration of their relationship with that supplier.



The Customer Lifecycle



{ Goals }

CX Journey Mapping

Learn a hands-on approach to identify the “Four I’s”:

- **Insights** – clear understanding of customer emotional needs
- **Impact** – clear focus on the resulting business value
- **Issues/Opportunities** – what’s getting in the way, or could be improved, in order to meet customer needs
- **Innovate** – design solutions that deliver both customer and organizational value



{Key Take Away Points}

CX Journey Mapping

- Map to understand & diagnose experience issues
- Use maps to reframe and reimagine experiences
- Redesign experiences to influence attitudes
- Use mapping to connect, collaborate, & align







Great Engineer



Great Product



GE Healthcare



The new **GE Optima MR360** is well suited for a wide range of MR scanning needs – with the ease of operation to help make a clinician's staff more productive. For streamlining routine scans, the Optima MR360 incorporates an express exam approach to MR.

It includes many intuitive and automated functions that help increase patient comfort, operator confidence, image consistency, and professional satisfaction of MR staff.

Sofia

Age 6½



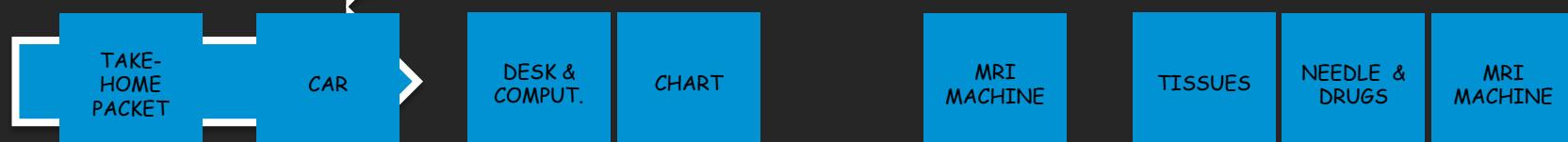
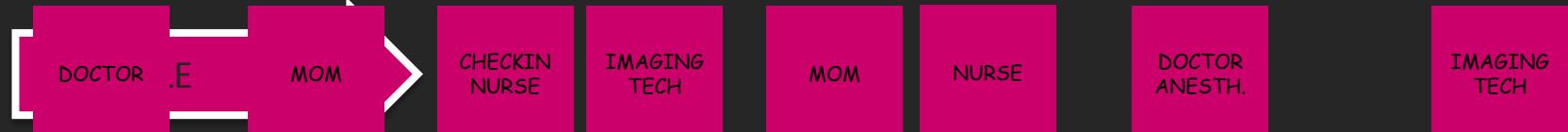
{ The Experience }

Journey Mapping the Patient Experience

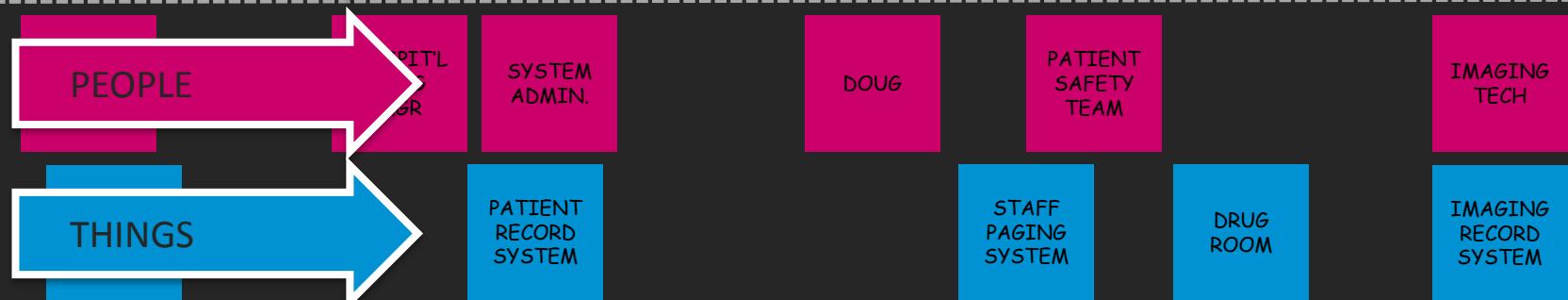
Select a specific customer persona to map

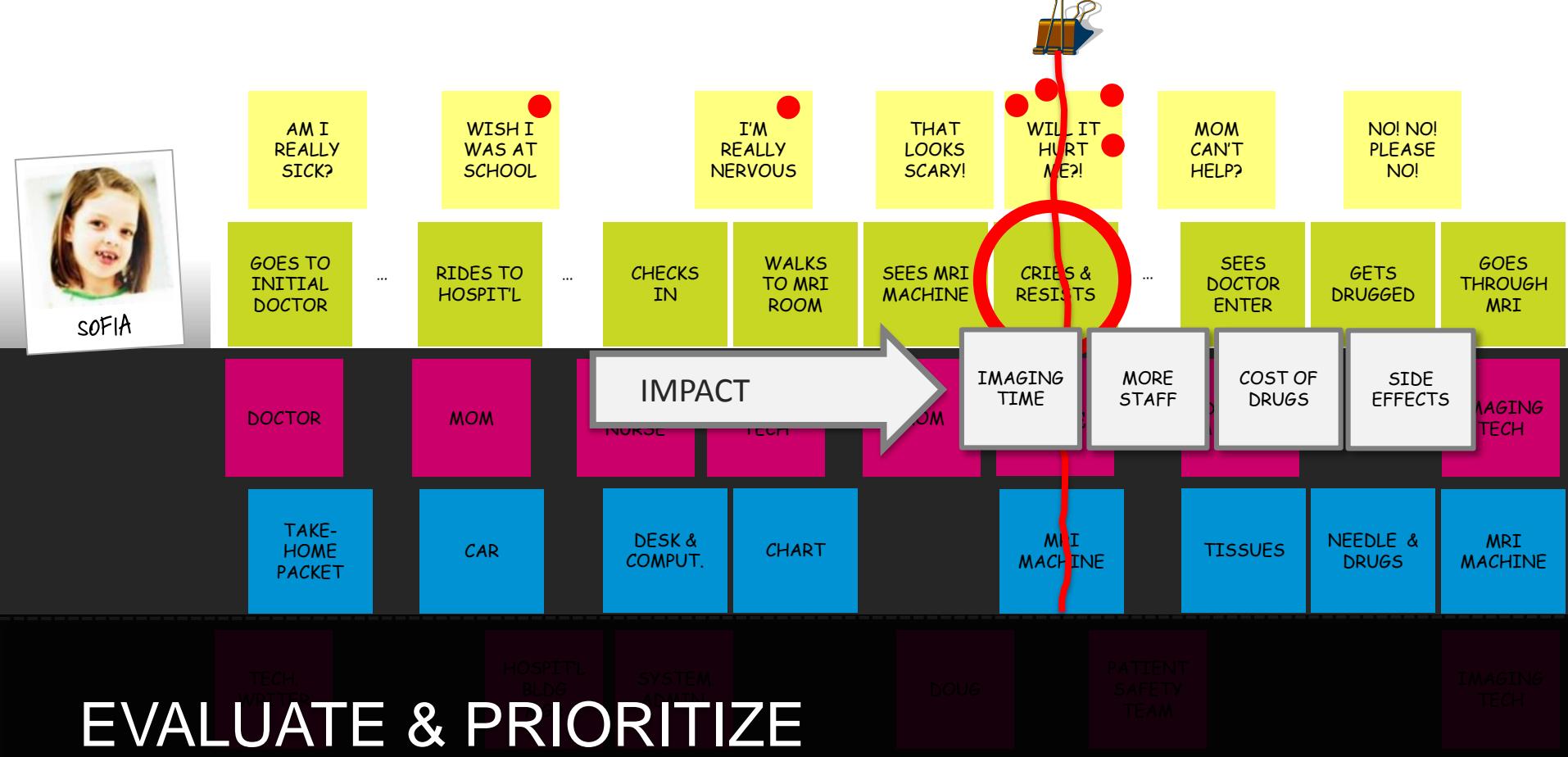


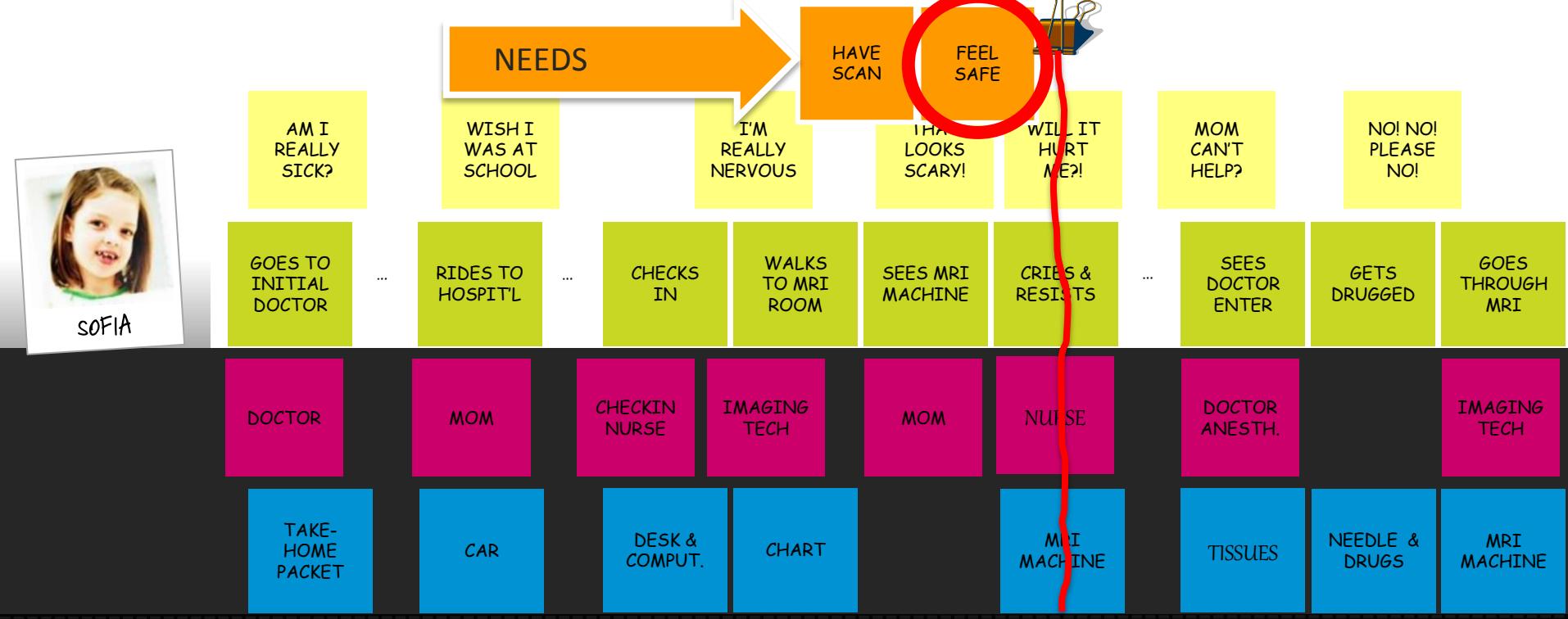
ON STAGE
EXPERIENCE



BACK STAGE
SUPPORT

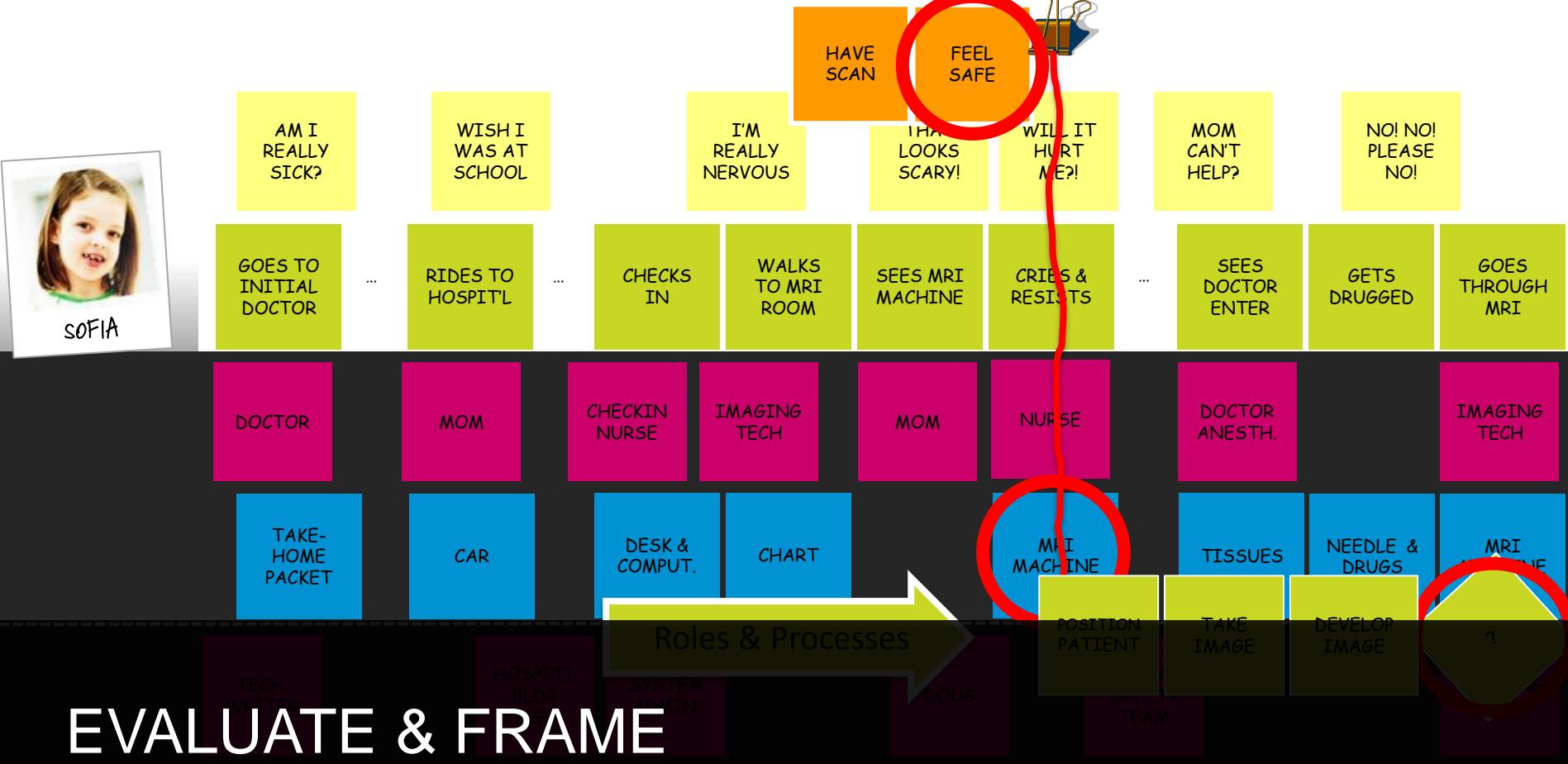






EXPLORE CUSTOMER NEEDS

Gain deeper understanding of functional and emotional needs



EVALUATE & FRAME

Examine existing capabilities to determine issues / opportunities

IMAGING RECORD SYSTEM

RESERV. SYSTEM

RECORD SYSTEM

PAGING SYSTEM

DRUG ROOM



EVALUATE & FRAME

Re-examine issue / opportunity based on deep customer understanding



AM I
REALLY
SICK?

WISH I
WAS AT
SCHOOL

I'M
REALLY
NERVOUS

FEEL
SAFE

THAT
LOOKS
SCARY!

WILL IT
HURT
ME?!

MOM
CAN'T
HELP?

NO! NO!
PLEASE
NO!

GOES TO
INITIAL
DOCTOR

RIDES TO
HOSPIT'L

CHECKS
IN

WALKS
TO MRI
ROOM

SEES MRI
MACHINE

CRYES &
RESISTS

SEES
DOCTOR
ENTER

GETS
DRUGGED

GOES
THROUGH
MRI

DOCTOR

MOM

CHECKIN
NURSE

IMAGING
TECH

MOM

NURSE

DOCTOR
ANESTH.

IMAGING
TECH

TAKE-
HOME
PACKET

CAR

DESK &
COMPUT.

CHART

MRI
MACHINE

TISSUES

NEEDLE &
DRUGS

MRI
MACHINE

IDEA:
LET'S GO
CAMPING

DESIGN NEW EXPERIENCES

Innovate to influence attitudes and change behaviors

TECH.

HOSPITAL
PI.DC
M

SYSTEM

DOUG

PATIENT
SAFETY
TEAM

IMAGING
TECH

RESERV.
SYSTEM

RECORD
SYSTEM

F
PAGING
SYSTEM

DRUG
ROOM

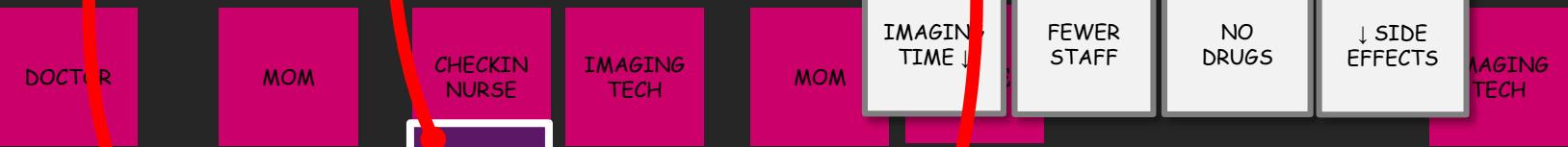
IMAGING
RECORD
SYSTEM



Great Experience

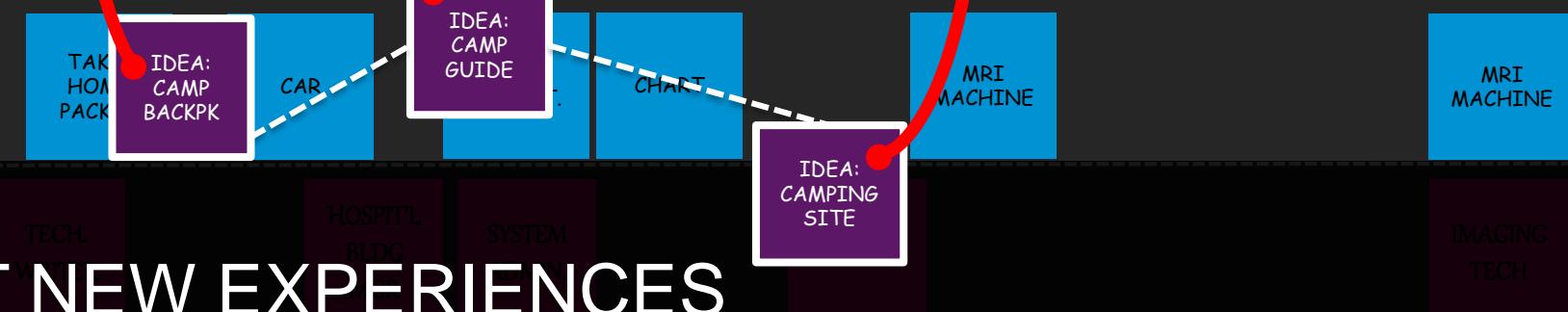


SOFIA



TEST NEW EXPERIENCES

New attitudes, new behaviours...different result





customer journey map

...visually illustrates customers' processes, needs, & perceptions throughout their interaction and relationship with an organization

- **Understanding & diagnosing** experiences
- **Designing** experiences (redesign existing, create new)
- **Implementing** (as blue prints)
- **Communicating** (orient, train)

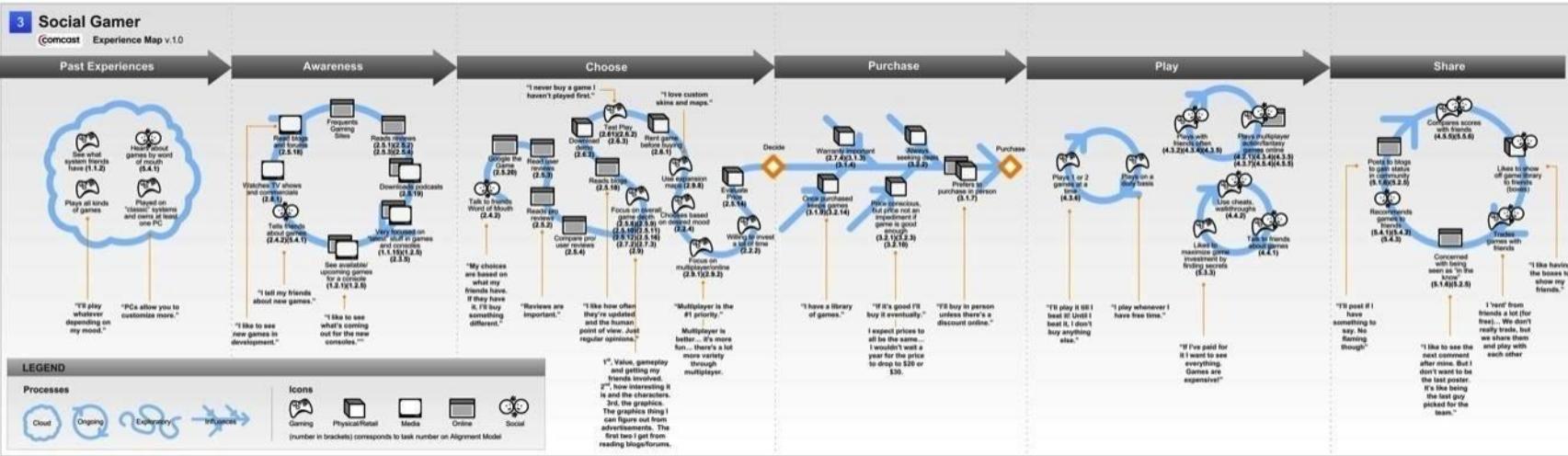


Richard

Age: 21
Location: Philadelphia, PA
Occupation: Student
Family: Single
Household: One person
Income: \$20k/year
Computer Skills: Basic
Influences: Friends, Family

Key Motivators

- Heavily influenced by friends through word of mouth
- Always play multi-player with friends very important
- Very aware of new releases
- Always wants to see new stuff
- May not own latest system but wants it badly
- May not own latest games but wants them too
- Likes to see latest games in development
- Likes to purchase in person to have less to worry about
- Expect game to last a long time
- Requires an internet connection to be "in the know"
- Reads and posts at blogs, gaming sites, forums, etc.
- Researches online, buys retail
- Plays almost all genres, choices depend on friends and mood
- Keeps up on Shorylo
- Willing to invest a lot of time into gaming
- Likes to maximize game investment (find hidden items, secrets, achievements)
- Plays almost everyday
- Compares scores with friends



{ Part 1 }

Finding a car



Jen

28 years old

Fashion blogger



New York City

Budget conscious



Doesn't own a car

Environmentally minded



RECEIVES CALL
FROM A GOOD
FRIEND



IS ASKED TO BE
A BRIDESMAID
IN WEDDING

AGREES AND
SAVES DATE



IS FITTED FOR
HER
BRIDESMAID
DRESS



RECEIVES
WEDDING
INVITATION



REALIZES
SHE'LL NEED A
CAR TO GET TO
WEDDING

Reserve the Exact Model, IC4H
Hybrid Sedan
48 miles/gallon
green traveler
collection
Fuel-efficient and low-emission
[More Details](#)

102.48 USD Weekend Day

Reserve this Exact Model [Pay Later](#)

Reserve this Exact Model, PB4R
Chevy Camaro SS
adrenalin
collectionTM
High-performance muscle cars, includes
SIRIUSXM Radio in US
[More Details](#)

148.49 USD Per Day

Reserve this Exact Model, PX4R
Ford Mustang GT
Premium
adrenalin
collectionTM
High-performance muscle cars, includes
SIRIUSXM Radio in US
[More Details](#)

148.49 USD Per Day

Reserve this Exact Model, IR4R
Infiniti QX56
PRESTIGE
collectionTM
[More Details](#)

187.49 USD Per Day

Reserve this Exact Model, PR4R
GLK350
[More Details](#)

171.49 USD Per Day

Reserve this Exact Model, LR4R
FX37
[More Details](#)

148.49 USD Per Day

Reserve this Exact Model [Pay Later](#)

VISITS A CAR
RENTAL
WEBSITE



www.kayak.com/RentalCars

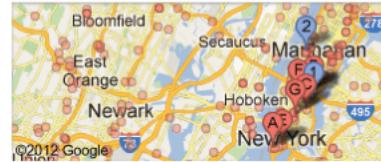
★★★★★ 60 reviews for kayak.com

Compare 100s Of Cars For No Fee. Save On Car Rentals In One Search.

New York, NY Car Rental - Enterprise Rent-A-Car

www.enterprise.com/car_rental/deeplinkmap.do?...new-york-car-rent...

Rent a car in New York City, NY. Enterprise Rent-A-Car offers many locations throughout the NYC area, including both airport and neighborhood car rental.



Cheapest Car Rentals in New York City (NYC)

www.carrionalexpress.com/places/new-york

CarRentalExpress.com is here to help you access cheap New York City car rentals. If you need an NYC rental car then you should think about CRX.

Hertz

www.hertz.com/

Score: 5 / 30 - 10 Google reviews

+ Show stock quote for HTZ

A 20 Morris Street
Manhattan
(212) 486-5935

New York Car Rental - Budget

www.budget.com > Find Rental Cars > US

6 Google reviews

B 225 East 43rd Street
New York
(212) 661-5906

Dollar Rent a Car

www.dollar.com/

7 Google reviews

C 329 East 22nd Street
New York
(800) 800-4000

Avis

www.avis.com

5 Google reviews

D 217 East 43rd Street
New York
(212) 593-8378

Enterprise

www.enterprise.com

6 Google reviews

E 56 Fulton Street
New York
(212) 227-5050

ZoomGo

www.zoomgo.com

Score: 16 / 30

Avis Rent

www.avisautonoleggio.it/.../New-York

5 Google reviews

F 1234 Zoomway
New York
(212) 123-4567

G 68 East 11th Street
New York
(212) 593-8396

SEARCHES
ONLINE FOR
OTHER CAR
RENTAL
OPTIONS

Budget Rent A Car

www.budget.com/

Rent A Car In 60 Seconds W/ Budget Discounts & More. Check It Out Now!
332 Us Highway 46 West, Little Ferry, NJ
(201) 440-2674 - Directions

ZoomGo Car Sharing New York

www.zoomgo.com/

Carsharing in NYC Today

\$50 Free. Look good, get going!

Dollar® Car Rental

www.dollar.com/

Low Prices On Cars, SUVs & Vans.
Book With Dollar Today & Save.

SEE & CLICKS
ON ZOOMGO
LINK FOR CAR
SHARING

Best Prices on All Cars Guaranteed

VISITS ZOOMGO'S WEBSITE

READS "IS ZOOMGO FOR ME" PAGE

ZoomGo look good, get going

for everybody for business for universities

join! is zoomgo for me? how it works find cars rates & plans

New York/New Jersey

ready on board join Cars by when you refer get re

Insight Indie

sign in

ZoomGo look good, get going

for everybody for business for universities

join! is zoomgo for me? how it works find cars rates & plans

sign in

is zoomgo for me?

who exactly is the car-sharing type?

The beauty of the ZoomGo community is that we're all different shapes, sizes, and colors. Members use ZoomGo as an alternative to the costs and hassles of owning or renting a car. It's also more flexible than public transportation. But if you're unsure if ZoomGo and car sharing are for you, we've put together some scenarios.

I want to save money.

- ZoomGo members report an average monthly saving of more than \$500 compared to car ownership. Whether you're a car owner or a test taker, with car sharing there are savings to go around. [Calculate your cost savings now.](#)

I take public transit, but need a car sometimes.

- Public transportation (and even cars) can't always get you where you need to go.

I don't want the responsibility.

- Maybe you know you'll never have to own yourself, they crew.

I want to do my part.

- ZoomGo cars are shared rather than owned, which means less waste.

Once in a while I need a car.

- Did your spouse or partner leave town? Or did you just move to a new city? You may not need a car all the time, but when you do, you'll be glad you have one.

join zoomgo

is zoomgo for me?

- overview
- what's a Zoomer?
- six simple rules
- Zoomers
- green benefits
- ZoomGo or rental?

my local zoomgo New York/New Jersey

member benefits

community involvement

contact my local office

join!

ZoomGo look good, get going

for everybody for business for universities

New York/New Jersey join! is zoomgo for me? how it works find cars rates & plans

find cars

ZoomGo is easier than New York and New Jersey car rental was ever imagined. Enter your address for neighborhood. In that ZoomGo cars near you. Or enter your work address or best friends address to view the cars in those areas. You never know where you'll be when you want a ZoomGo car! You can also learn more about the cars. Like how many gearshifts or knobs you can fit (Safety Ins. do).

ready to have fun?
join zoomgo

find cars by location find cars by type

enter your location address choose your neighborhood filter by type

select by make or model

here's how

- Choose make or model depending on your need.
- Select available cars by category or amenities.
- Apply filters and get results!

select by category

select by lifestyle & amenities

you can have cars here driving cars an electric vehicle

meet the cars

ZoomGo is easier than New York and New Jersey car rental was ever imagined. Enter your address for neighborhood. In that ZoomGo cars near you. Or enter your work address or best friend's address to view the cars in those areas. You never know where you'll be when you want a ZoomGo car! You can also learn more about the cars. Like how many gearshifts or knobs you can fit (Safety Ins. do).

ready to have fun?
join zoomgo

find cars by location find cars by type

Map | Satellite

There are thousands of ZoomGo cars in New York and New Jersey.

LEARN THEY HAVE SPORTY ELECTRIC CARS

DISCOVERS THERE ARE MANY CARS IN HER AREA

CALCULATES IT WILL BE LESS EXPENSIVE THAN RENTING

ZoomGo look good, get going

get a question? 1-800-123-4567

Returning to finish the sign-up process? Already have a ZoomGo account? | [Sign in!](#)

create a profile

Give us your info and we'll give you options tailored to your driving needs

Username
(not case-sensitive)

E-mail
(we'll never share it; we don't like spam either!)

Password

Re-type Password

what to expect

- Applying is **easy** and only takes a few minutes.
- If I'm even easier if you have your driver's license and credit card handy.
- You can drive once you're approved and have received your ZoomCard (sometimes in as little as a day).

[continue](#)

Copyright © 2012. All rights reserved.

CREATES A
ZOOMGO
ACCOUNT

ACTIVATES
ACCOUNT BY E-
MAIL

ZoomGo look good, get going

sign in

New York/New Jersey

join! is zoomgo for me? how it works find cars rates & plans

**ladies and gentlemen,
start your iPhone.**

cool things to do with the app

for everybody

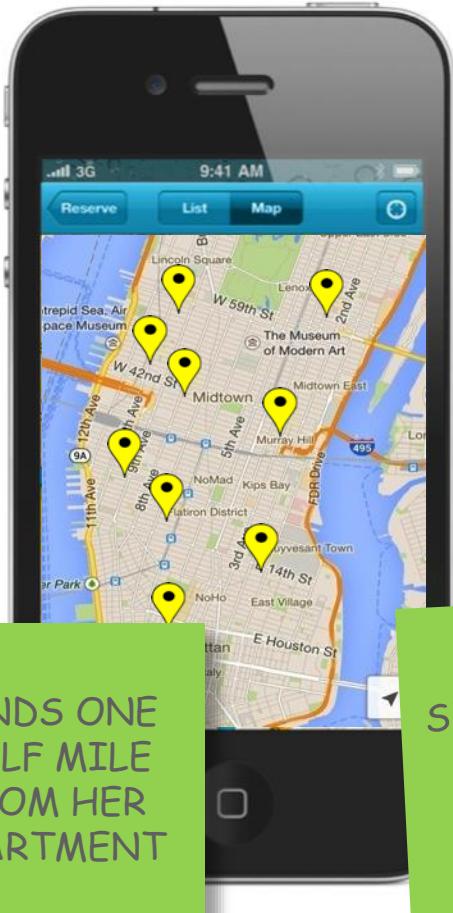
- View available ZoomGo cars on a map (or in a list) using current, favorite or any location
- Browse car types and models
- Makes your iPhone go beep-beep

for members

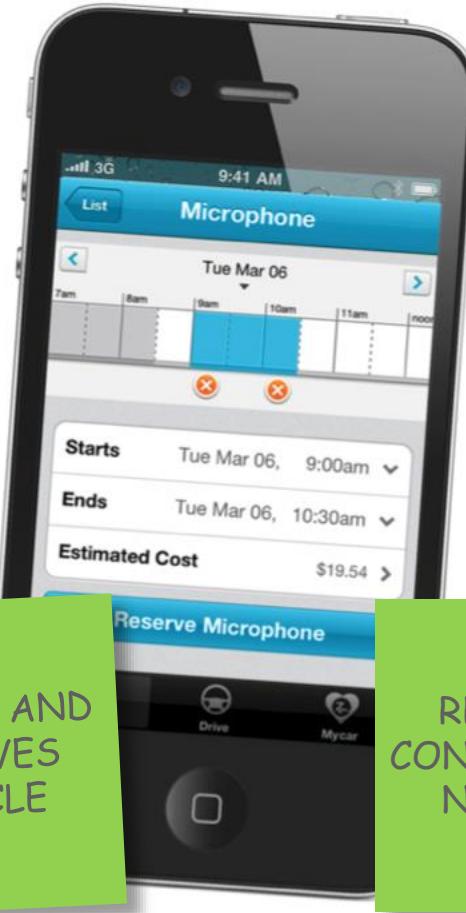
- Reserve ZoomGo cars around the corner or across the globe
- Find cars by time available, car type and more
- View, extend, change or cancel reservations on the go
- Mark your ZoomGo car's home with your iPhone to find it in a crowd
- Unlock and lock your ZoomGo car with

DOWNLOADS
THE ZOOMGO
MOBILE APP ON
HER PHONE





FINDS ONE
HALF MILE
FROM HER
APARTMENT



SELECTS AND
RESERVES
VEHICLE

RECEIVES
CONFIRMATIO
N E-MAIL

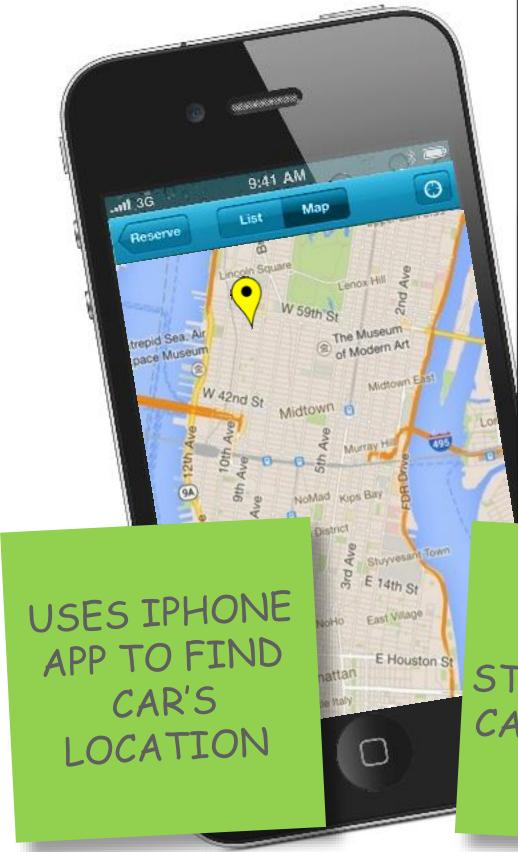
{ Part 2 }

The wedding day

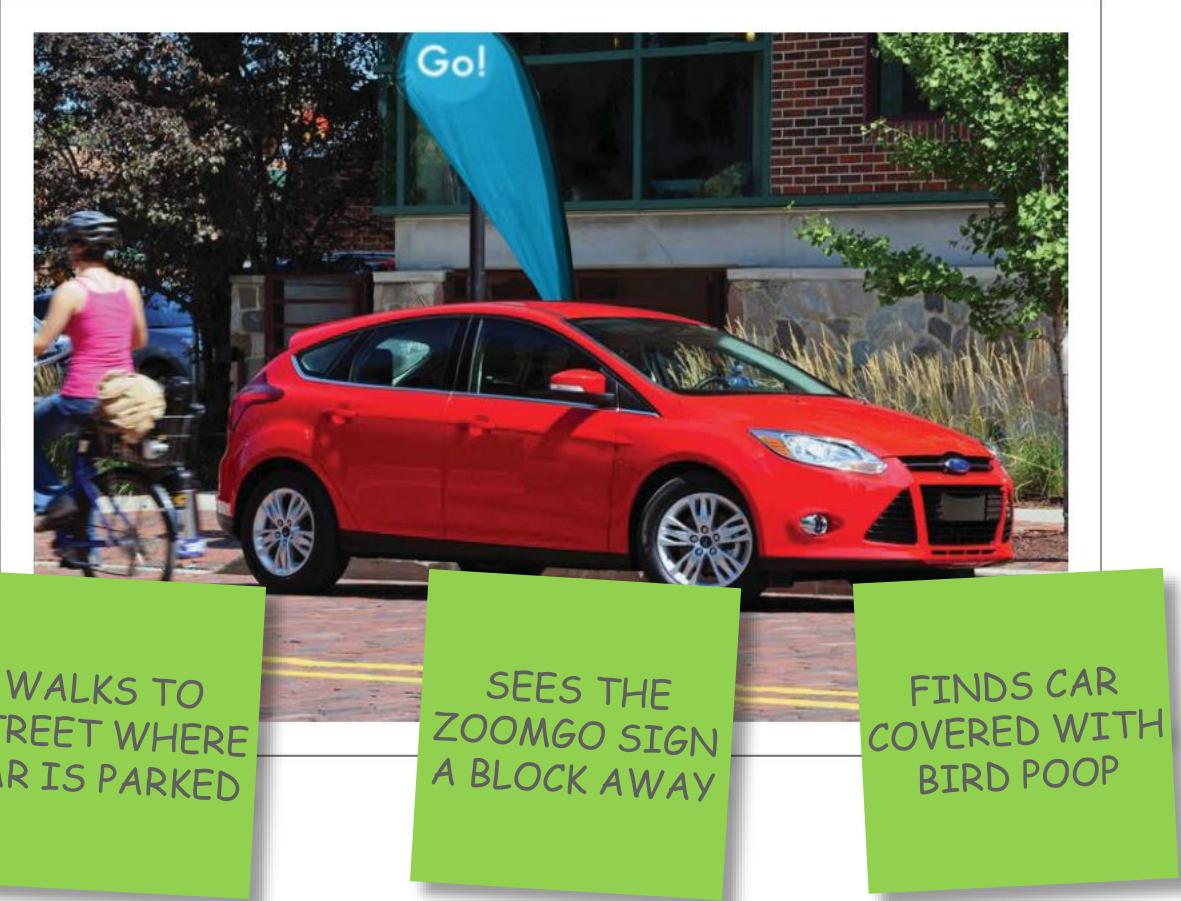


GETS READY
FOR THE
WEDDING





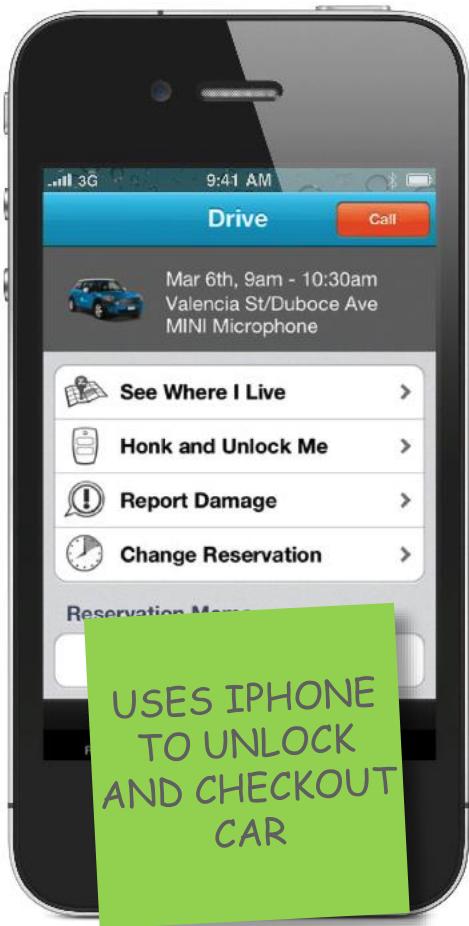
USES IPHONE
APP TO FIND
CAR'S
LOCATION



WALKS TO
STREET WHERE
CAR IS PARKED

SEES THE
ZOOMGO SIGN
A BLOCK AWAY

FINDS CAR
COVERED WITH
BIRD POOP





DRIVES TO AND ARRIVES AT THE WEDDING

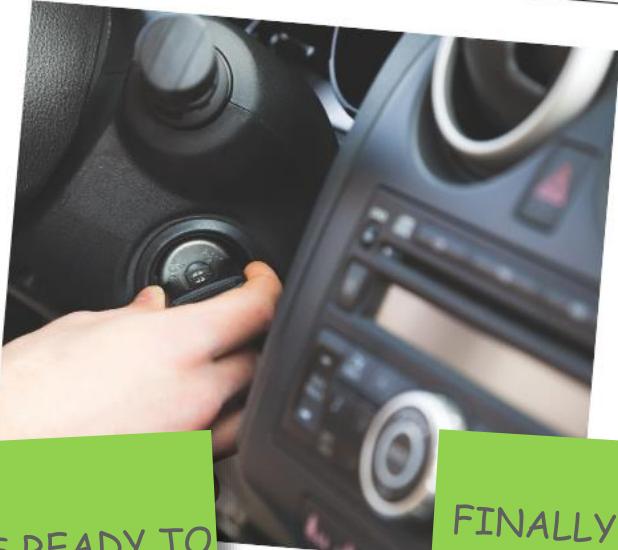


RECEIVES COMPLIMENTS ON CAR FROM HER FRIENDS

EXPLAINS THE BENEFITS OF CAR SHARING



ENJOYS THE
WEDDING
EVENT



GETS READY TO
LEAVE, BUT CAR
DOESN'T START

FINALLY GETS
CAR TO START
AND HEADS
HOME



DRIVING ON
HIGHWAY AND
CAR STALLS.
PULLS OVER



USES IPHONE
APP TO CALL
ROADSIDE
ASSISTANCE



WAITS 45
MINUTES

RECEIVES
ROADSIDE
ASSISTANCE &
CAR RESTARTS



CONTINUES
DRIVING HOME

NOTICES CAR
WON'T GO
FASTER THAN
60 MPH



RECEIVES
AUTOMATED
CALL ASKING IF
CAR IS OK

PRESSES "2"
FOR NO. WAITS
10 MINS THEN
HANGS UP



{ Part 3 }

Seeking a return



Civic Corburn at [REDACTED]
11/20/2011, 10:00 AM - 4:00 PM

total cost: \$128.65

Nov 20, 2011

Reservation

	usage	rate	amount
Hourly rate	6.5 hours	\$11.00	\$71.50
Miles included with reservation	81 miles	\$0.00	\$0.00
DC Rental Sales Tax: 10%			\$7.15
Late return penalty: 9 minutes late	1 hour	\$50.00	\$50.00

IS CHARGED A
LATE RETURN
FEE

CALLS ZOOMGO
CUSTOMER
SUPPORT



SELECTS SPEAK
WITH AN
AGENT



SAYS SHE
WOULD LIKE A
FULL REFUND



SHARES HER
EXPERIENCE
WITH AGENT

IS TOLD
SOMEONE WILL
CONTACT HER
IN 3-5 DAYS



WAITS 5 DAYS



CALLS ZOOMGO
SUPPORT
AGAIN



IS TOLD A
REFUND HAS
ALREADY BEEN
SENT

ASKS AGENT TO
FORWARD E-
MAIL



REALIZES
SUBSEQUENT
RENTER WAS
CREDITED

INFORMS
AGENT OF
MIXUP

IS REASSURED
AGENT WILL
SORT IT OUT

WAITS
ANOTHER DAY



CALLS ZOOMGO
CUSTOMER
SUPPORT A
THIRD TIME



ASKS ABOUT
REFUND
PROGRESS



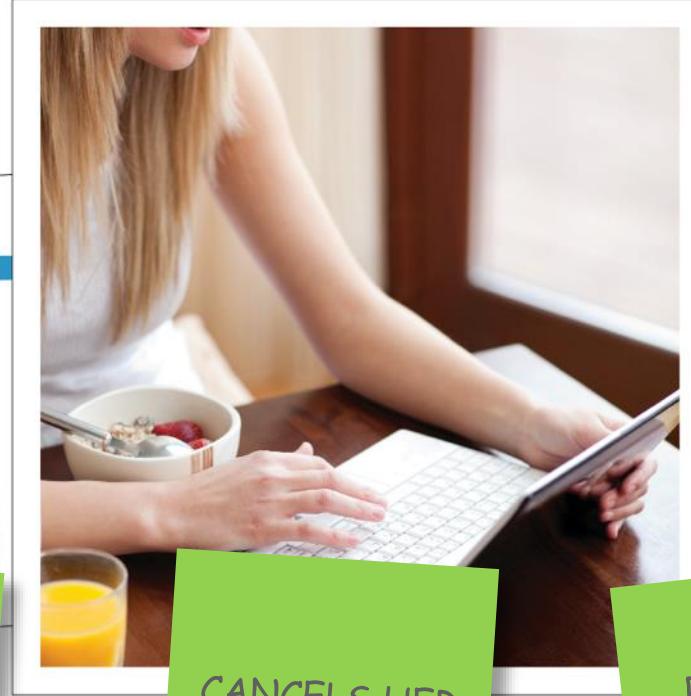
IS TOLD AGAIN
THAT A CREDIT
HAS BEEN
ISSUED

TELLS AGENT
SHE'D LIKE TO
CANCEL HER
ACCOUNT

IS TOLD TO
VISIT THE
WEBSITE TO
CANCEL



VISITS
ZOOMGO'S SITE
AND LOGS IN



CANCELS HER
ACCOUNT

RECEIVES
CANCELLATION
E-MAIL



DONATE



Want Consumerist in your inbox? We will not sell or rent your email.

Add Your Email

GO!

LOGIN | REGISTER

[Like](#) 0 [Tweet](#) 0 [+1](#) 0 [Submit](#) [FARK it!](#)

UNHELPFUL

ZoomGo Car Ceases To Zoom For Temporarily Stranded Customer

By [cwalters](#) on August 19, 2009 1:20 AM

Short URL: <http://con.st/5340359>



We've always heard good things about ZoomGo—the biggest complaint from friends here in NYC is that reserving one in the summer requires a lot of patience. Jen and her friend, however, just had an experience that was so bad that Jen finally had to dispute the charges on her card, and now she says she'll never do business with them again. Based on her encounter with them, we think she has a good reason to feel that way.

Here's what happened:

I had my first and only rental with ZoomGo on August 8, 2009, and I will never use ZoomGo again. The poor customer service I experienced during the reservation and after, when I attempted to contact ZoomGo multiple times to get a refund, means I will never recommend ZoomGo to anyone I know.

Here's the summary:

I rented Mazda 3 McCoy from a garage in Sunnyside, Queens, NY. When I received the car, it was covered in bird poop. My traveling companion and I were going to a wedding, and we didn't know if we'd have time to clean the car before the ceremony. (See a picture of the car here: <http://yfrog.com/zoomgo>) We ended up finding a car wash in rural Connecticut, but I was told without a receipt, I wouldn't be reimbursed for my expense of cleaning ZoomGo's vehicle.

The car died three times. The first time, I was in East Hartford, CT, pulling out of a parking lot. This was

BITE BACK: SUBMIT A TIP

MOST DISCUSSED



Save Me From The Supermarket Light Pollution Menace

138 Comments



A Chase Bank Teller Makes A Mistake, I Spend The Long Weekend \$2,300 Overdrawn

128 Comments



Teavana Needs To Teach Its Employees That Disabilities Exist

121 Comments



Potty Training Your Kids At The Restaurant Table Might Possibly Upset Nearby Diners

116 Comments



Amazon To Start Collecting Sales Tax On Goods Shipped To Pennsylvania

106 Comments

Break – 5 minutes

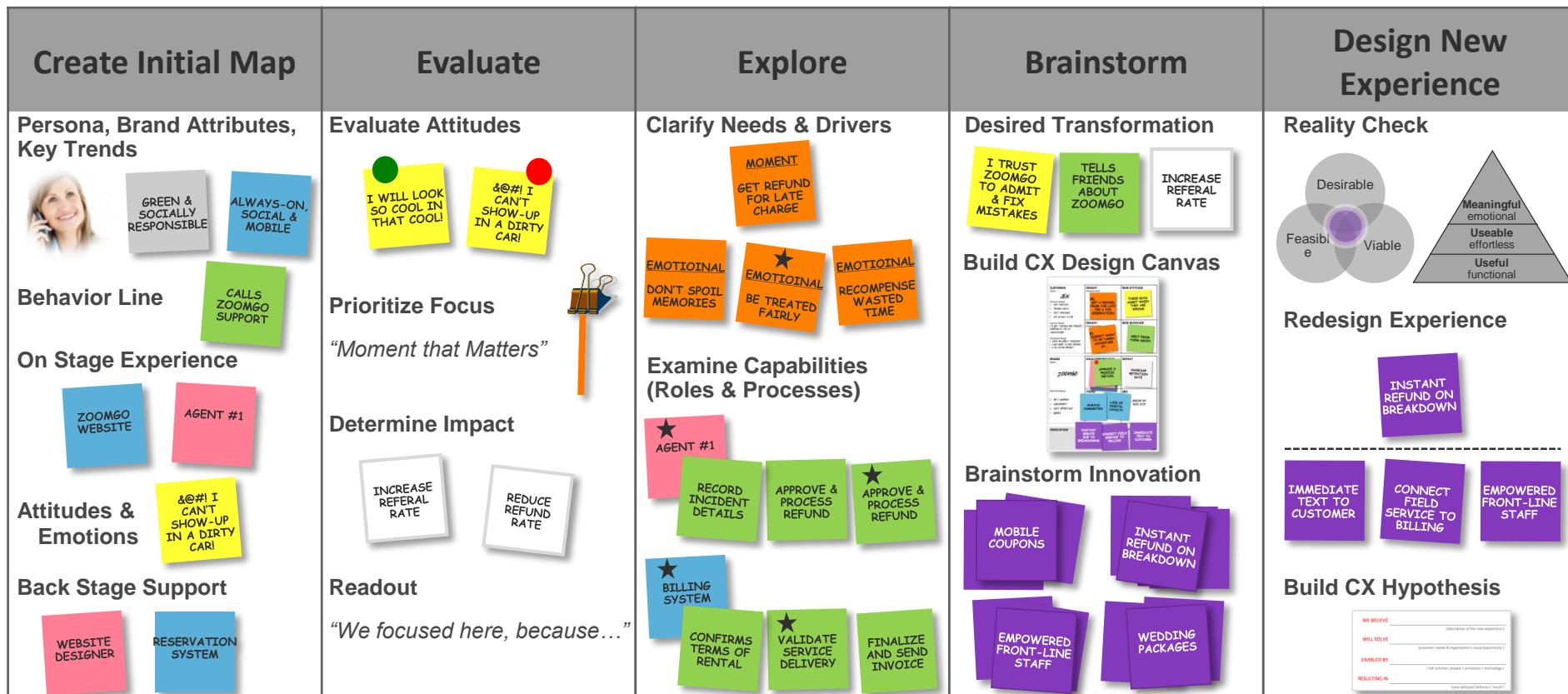




Your turn...

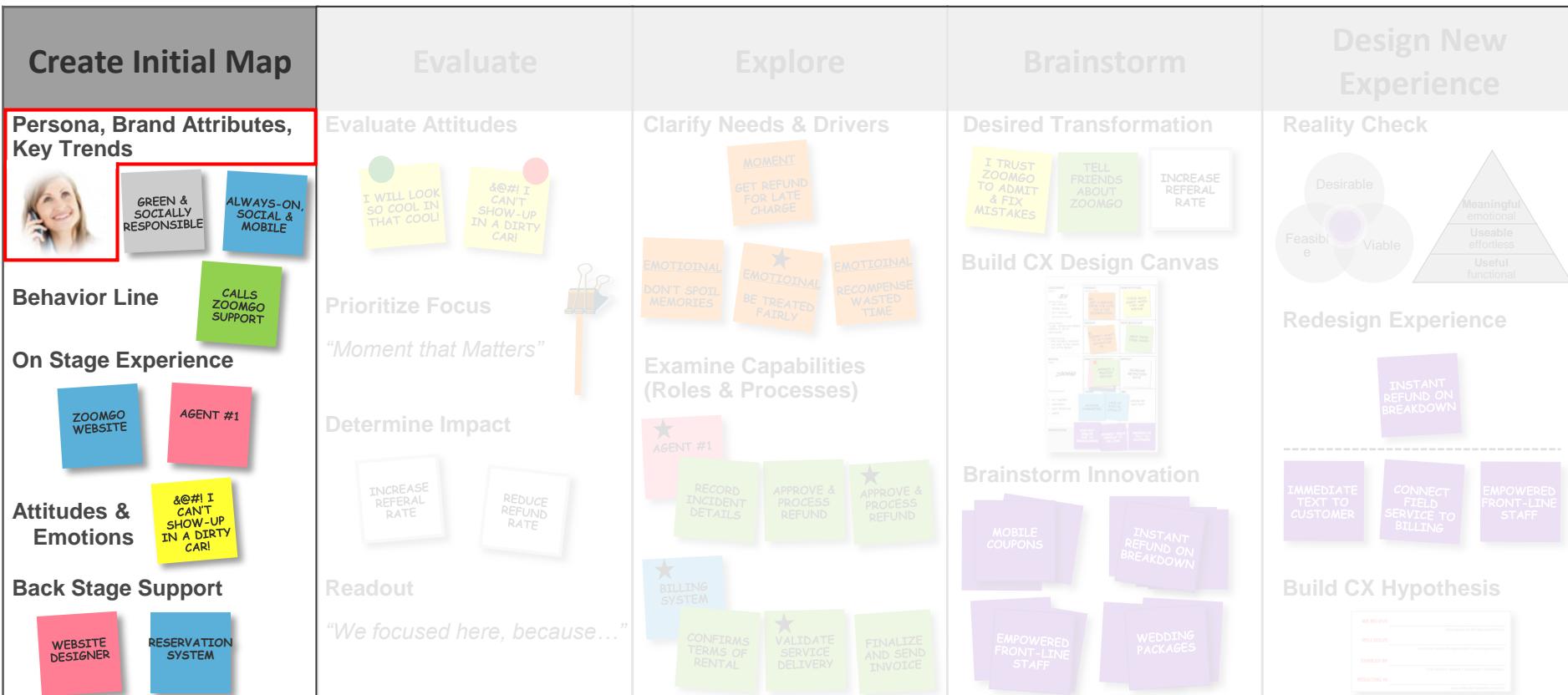
Journey Mapping Activity

CX Journey Mapping Process



Mikkel	Andersen	1	2	David	Kelemen
Thomas Leschley	Andersen			Mikkel Halgaard	Kjær
Adrián	Arlett			Andreas	Knudsen
Simeon Anatoli	Badev			Martynas	Lobinas
Jakob	Bak			Mohamad Walid	Meree
Vilius	Bivainis			Nikolay Rumenov	Mihaylov
Andreas	Bösig			Martin Hjord	Nielsen
Neli Borislavova	Chakarova			Mikkel	Ottesen
Terkel Jungløw	Christensen				
Marc Mathias	Clausen	3	2a	Steffen	Pedersen
Rostislav Veselinov	Dimitrov			Steffen	Bachmand
Jannie	Fabricius			Alice	Puricica
Frederik	Gejl			Troels Stig	Rasmussen
Malik Kamran	Hanif			Mihail	Rosca
Elias Valdemar	Hansen			Michelle	Søholm
Christian	Hartøft-Nielsen			Nikolaj Vahr	Tjørnild
Kaloyan	Iliev			Natalia	Valgepea
Mike	Jakobsen				

CX Journey Mapping Process





Jen

28 years old

New York City

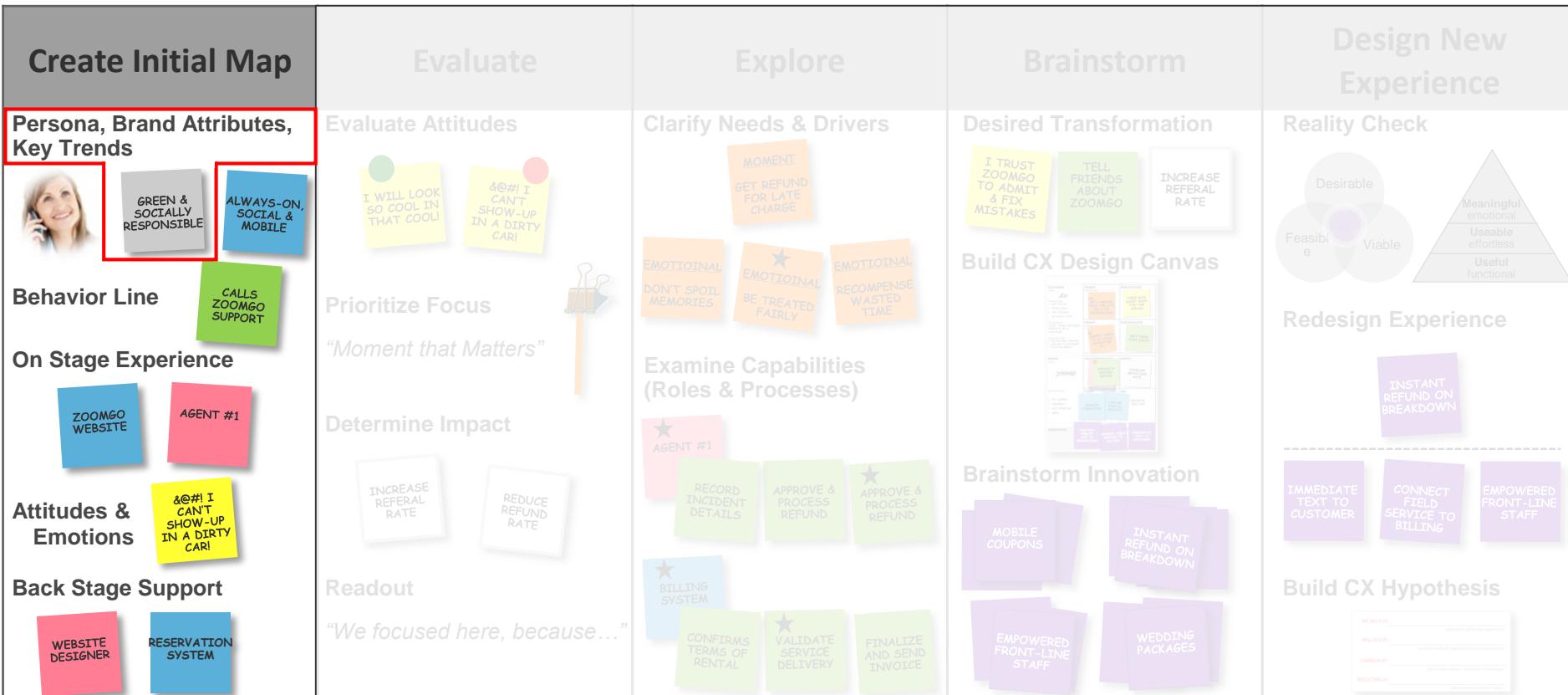
Doesn't own a car

Fashion blogger

Budget conscious

Environmentally minded

CX Journey Mapping Process



Define the Brand



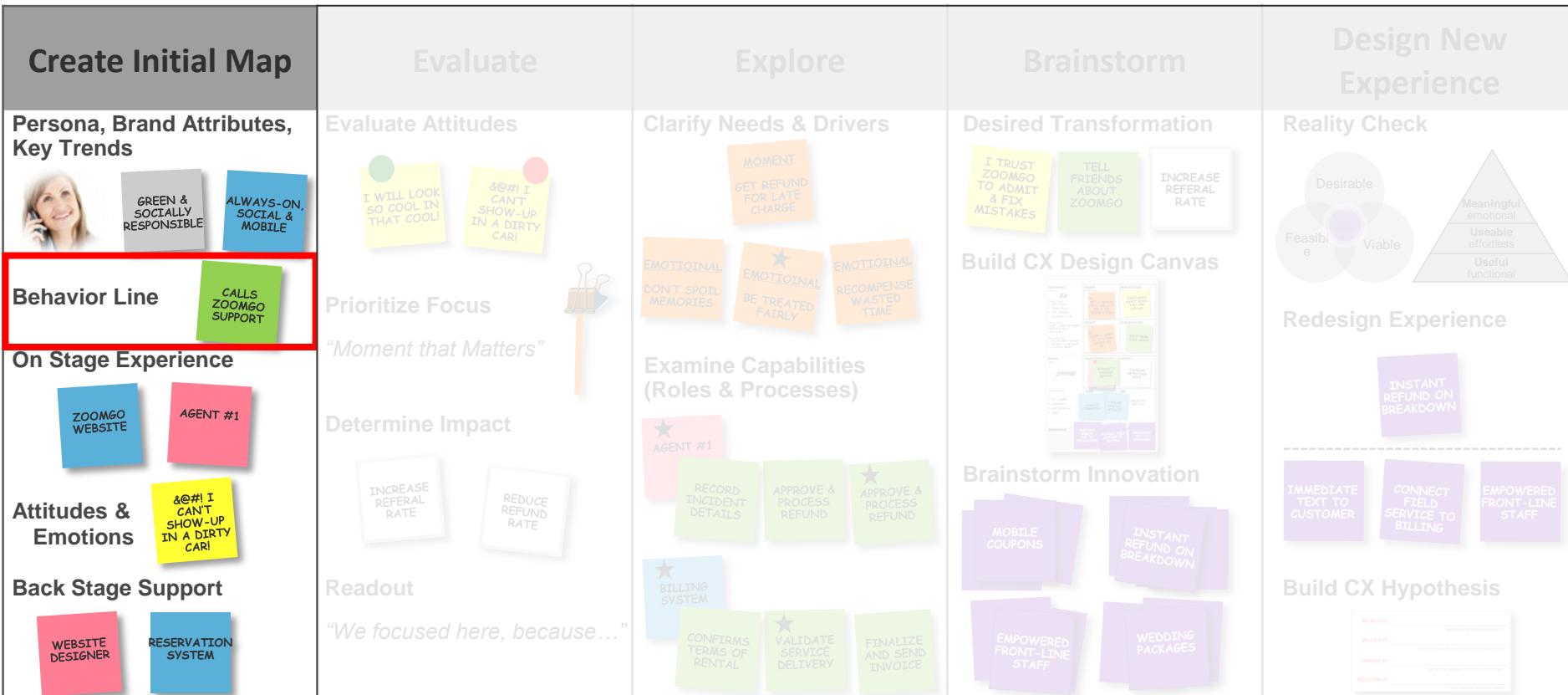
Offering

Car sharing network across major US cities,
connecting socially responsible car owners and renters

Brand attributes

- Hip, modern and green
- Convenient and simple
- Inexpensive

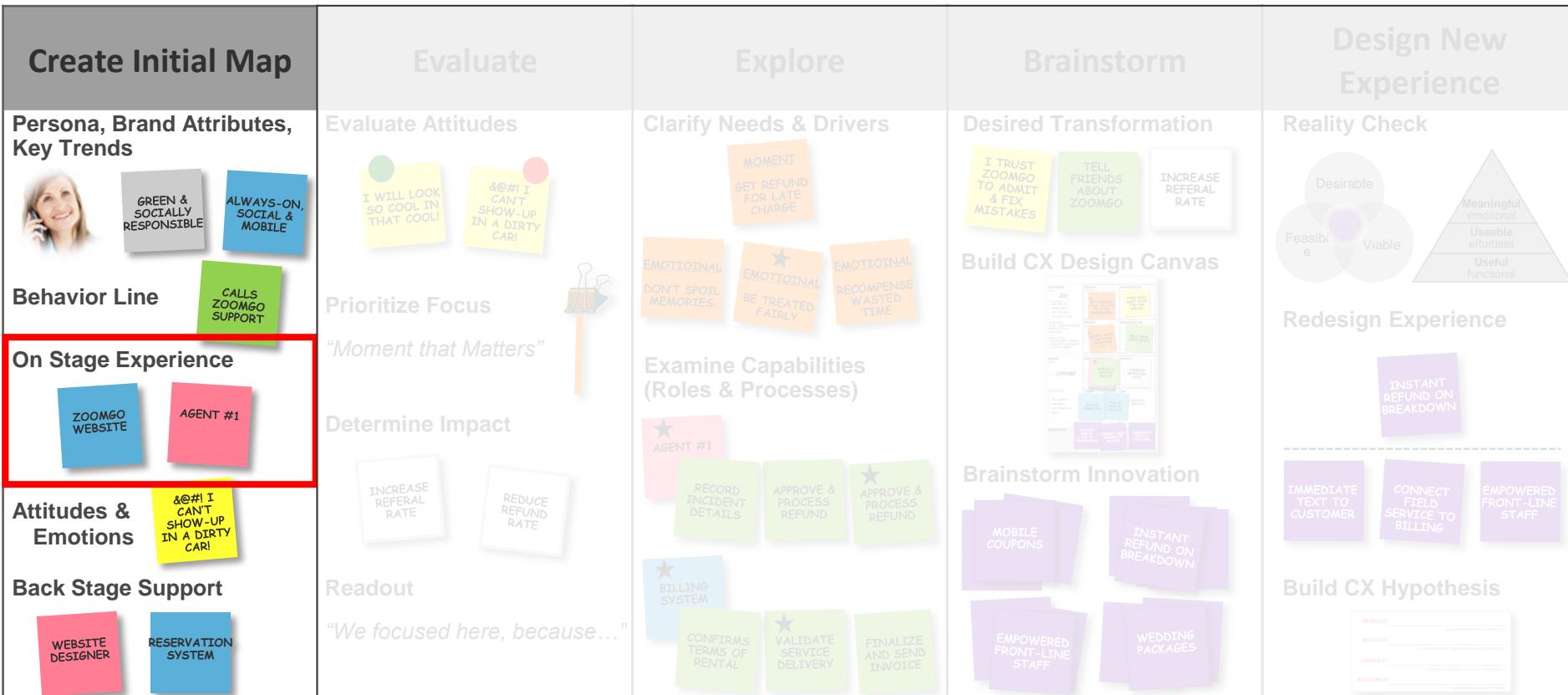
CX Journey Mapping Process



Behavior Line



CX Journey Mapping Process



Onstage Experience

FRIEND
(BRIDE)

ROADSIDE
SERVICE
MECHANIC

AGENT 1

ZOOMGO
WEBSITE

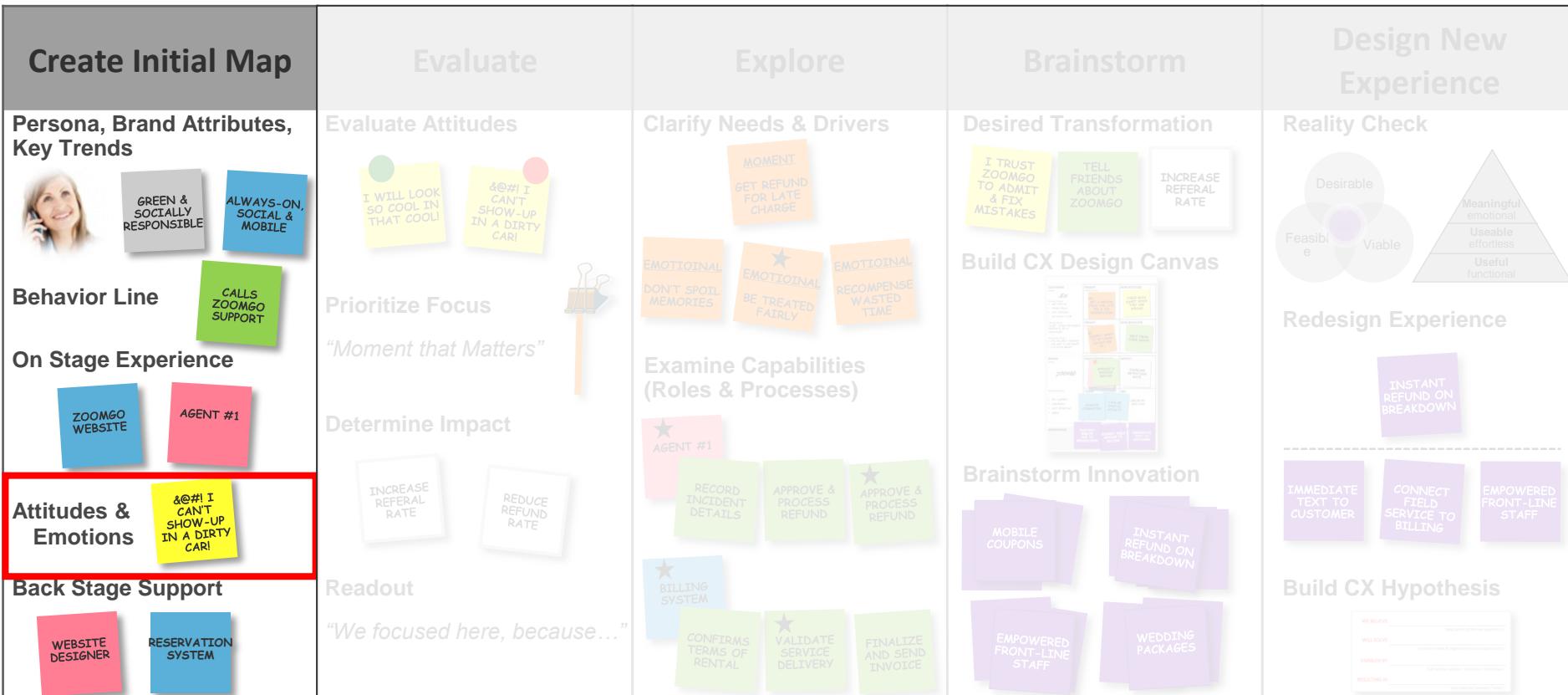
iPHONE
APP

ZOOMGO
CAR

What: people & things customer comes into direct contact with along the journey

Why: gain view of whom & what directly influences the experience

CX Journey Mapping Process



attitudes drive behaviors deliver results



Attitudes

WOW, THOSE
ARE SWEET
CARS!

@*%#!
I CAN'T
SHOW UP IN
A DIRTY CAR!

LOOK AT ME!
I LOOK GOOD
IN THIS CAR.

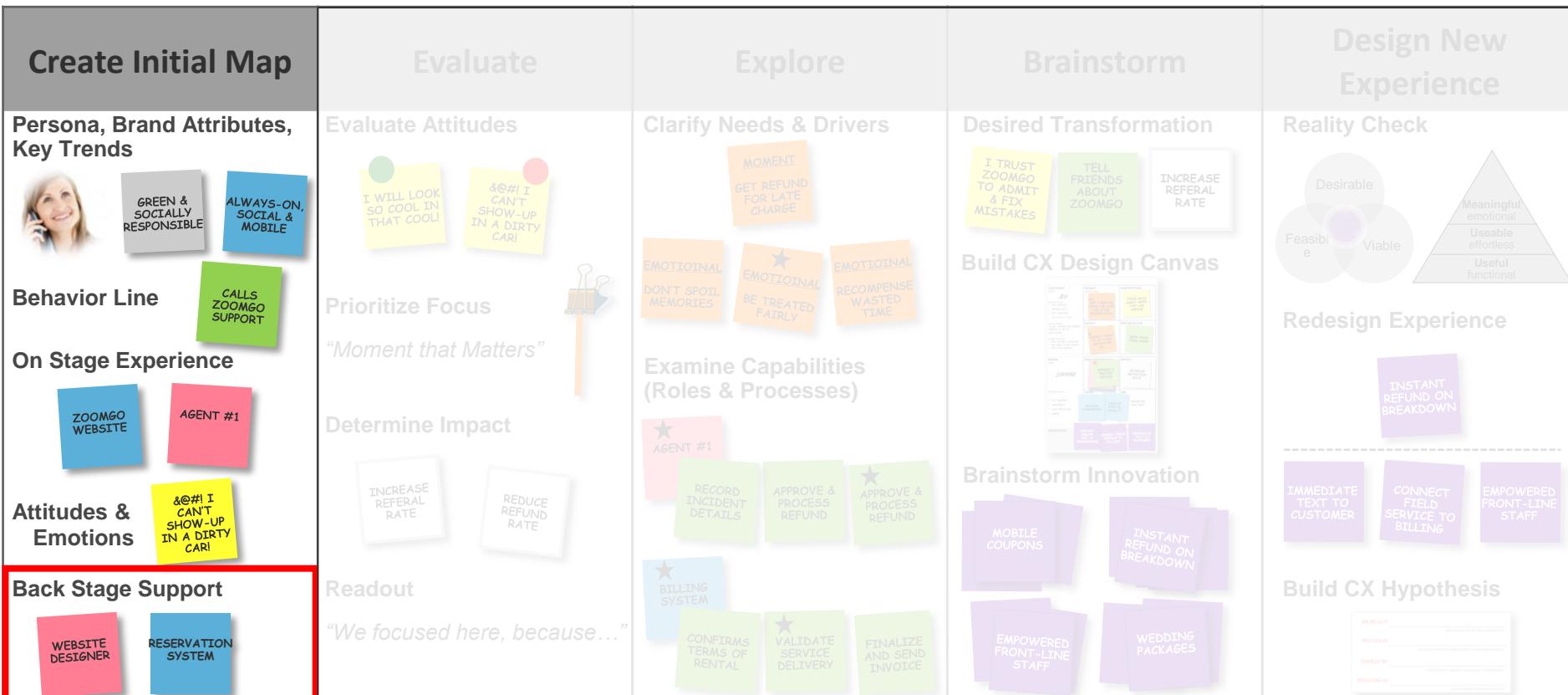
THIS IS
REALLY
TERRIFYING.
I'M
STRANDED &
DRESSED UP.

L8R. THAT'S
ENOUGH. I'M
OUT OF HERE.

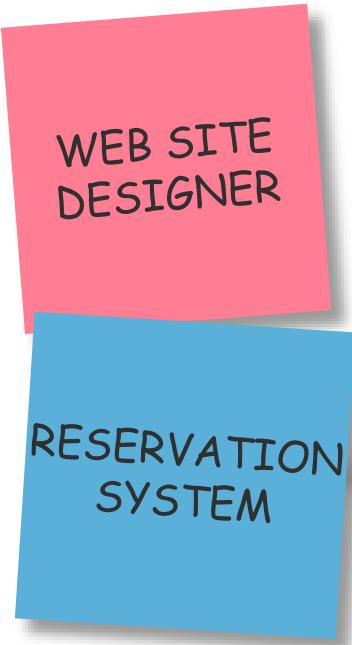
What: what the customer is thinking during each moment in their own words

Why: begin to understand met and unmet needs via their feelings & emotions

CX Journey Mapping Process



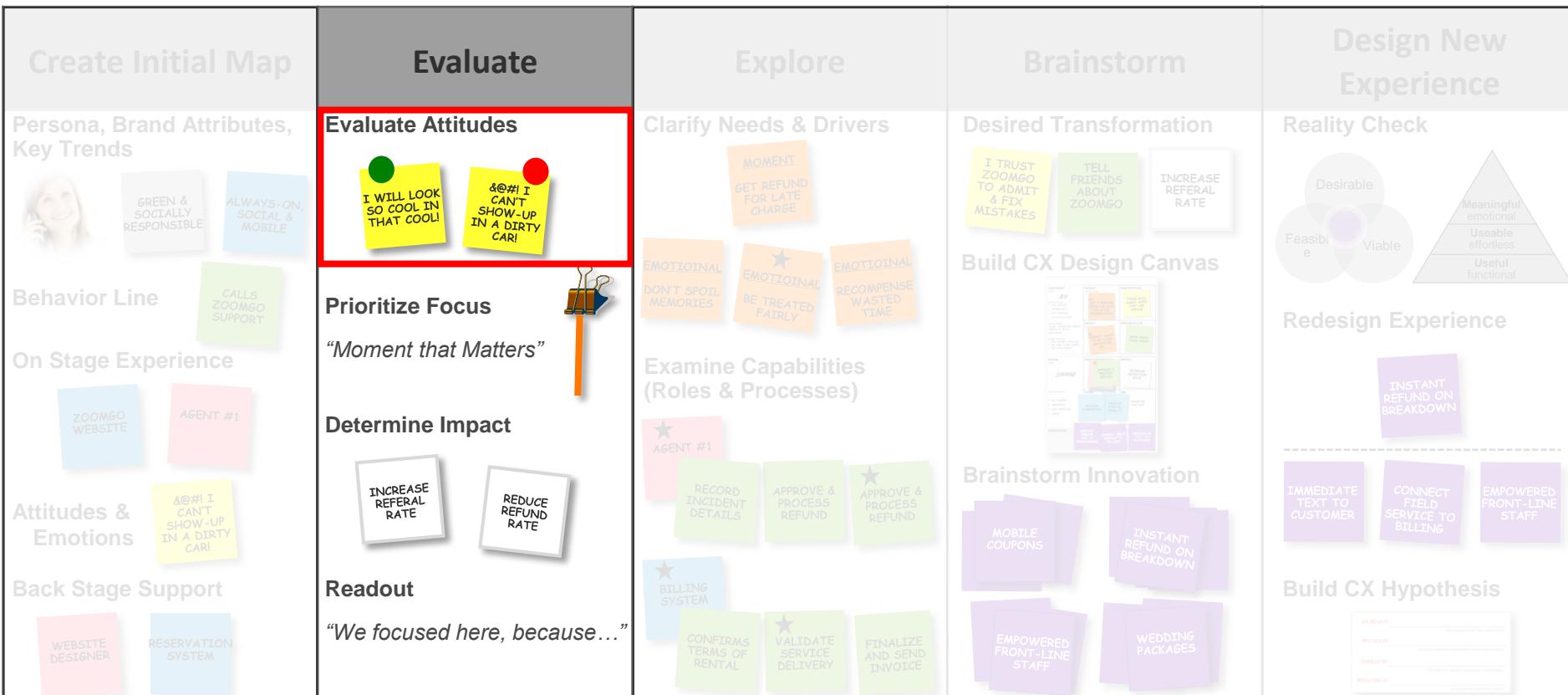
Backstage Support



What: supporting people & things customer doesn't interact with along the journey

Why: understand the ecosystem supporting the On Stage experience

CX Journey Mapping Process



Evaluate Attitudes

WOW, THOSE
ARE SWEET
CARS!

@*%#!
I CAN'T
SHOW UP IN
A DIRTY CAR!

LOOK AT ME!
I LOOK GOOD
IN THIS CAR.

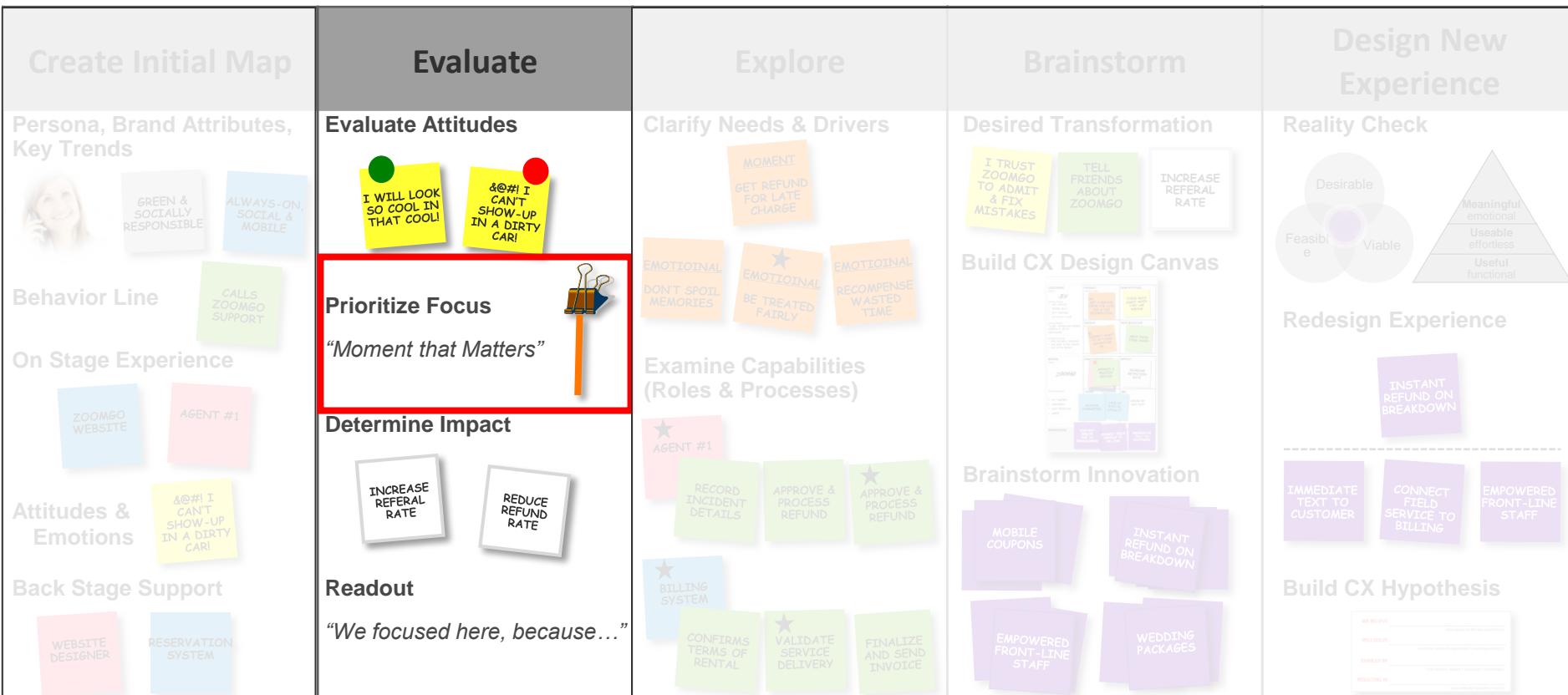
THIS IS
REALLY
TERRIFYING.
I'M STRANDED
& DRESSED UP

L8R. THAT'S
ENOUGH. I'M
OUT OF HERE

What: rate positive (green) and negative (red) attitudes

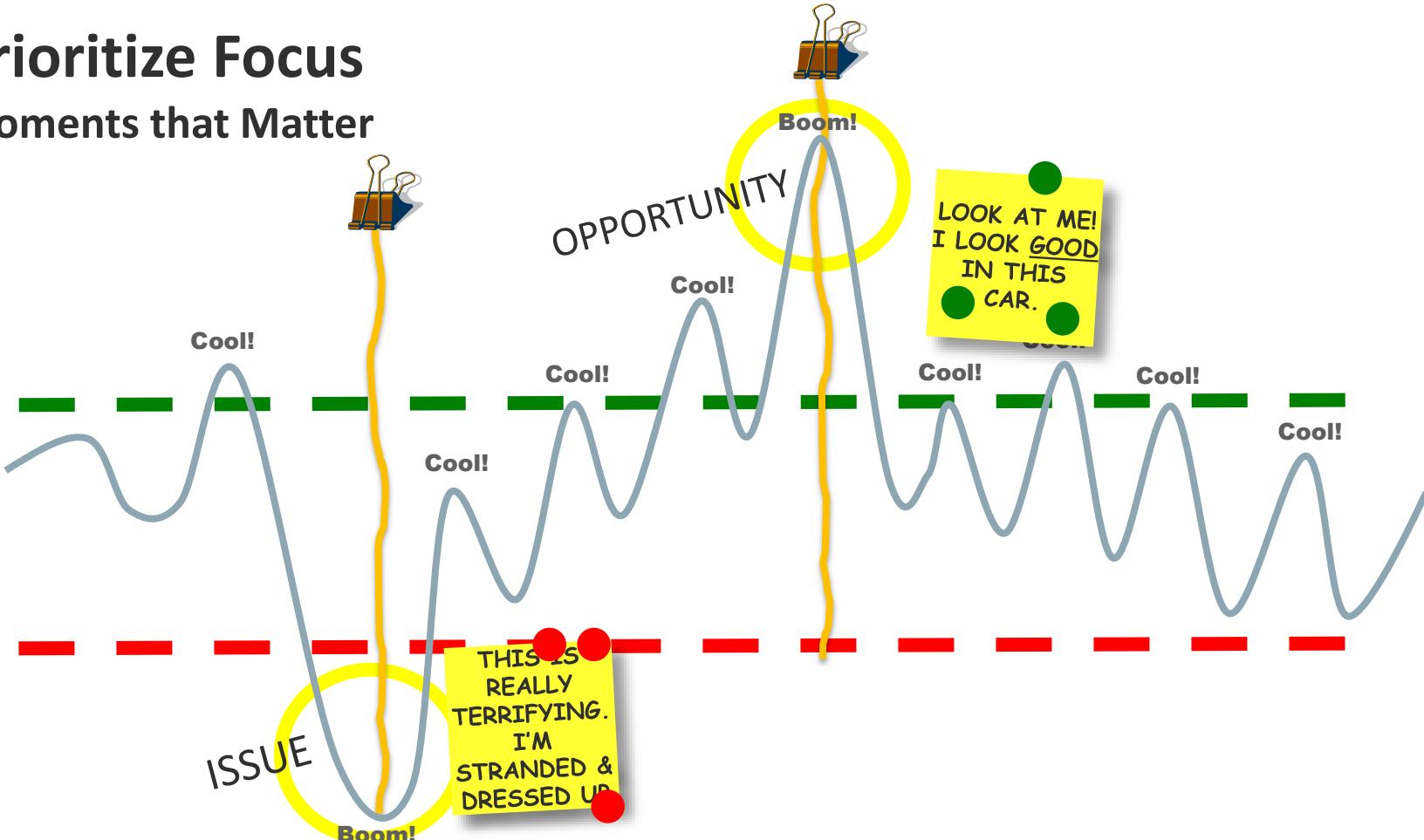
Why: visually illustrates the emotional highs and lows during journey

CX Journey Mapping Process

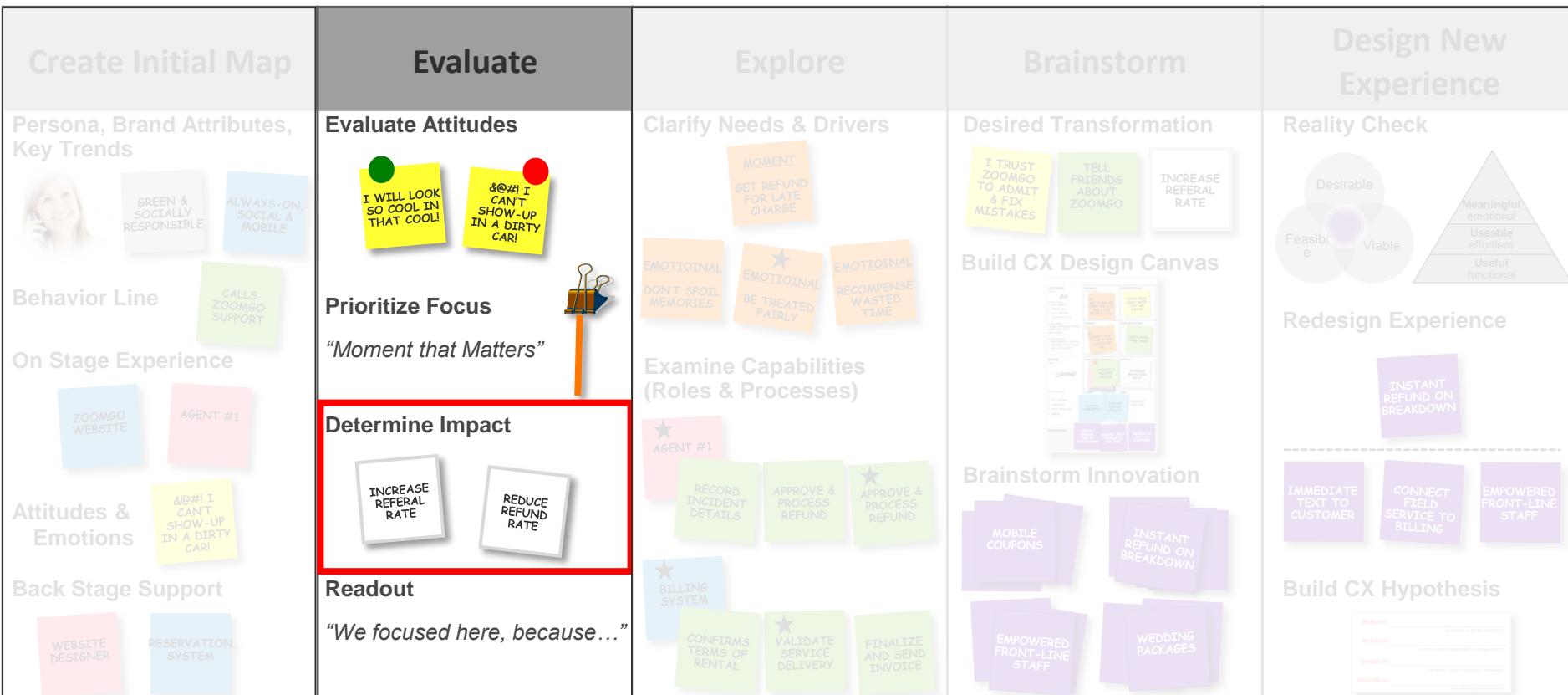


Prioritize Focus

Moments that Matter



CX Journey Mapping Process



Determine Impact

INCREASE
REFERRAL
RATE

REDUCE
POST PICK-UP
CONTACT
RATE

REDUCE
REFUND
RATE

?

What: choose financial metric that could be influenced at this moment
Why: determines Impact of delivering new experience

CX Journey Mapping Process

Create Initial Map

Persona, Brand Attributes, Key Trends



Behavior Line



On Stage Experience



Attitudes & Emotions



Back Stage Support



Evaluate

Evaluate Attitudes



Prioritize Focus

"Moment that Matters"

Determine Impact

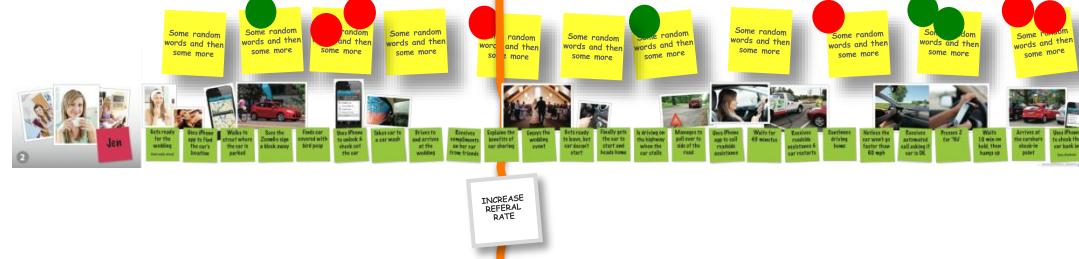


Readout

"We focused here, because..."



"WE FOCUSED HERE, BECAUSE..."

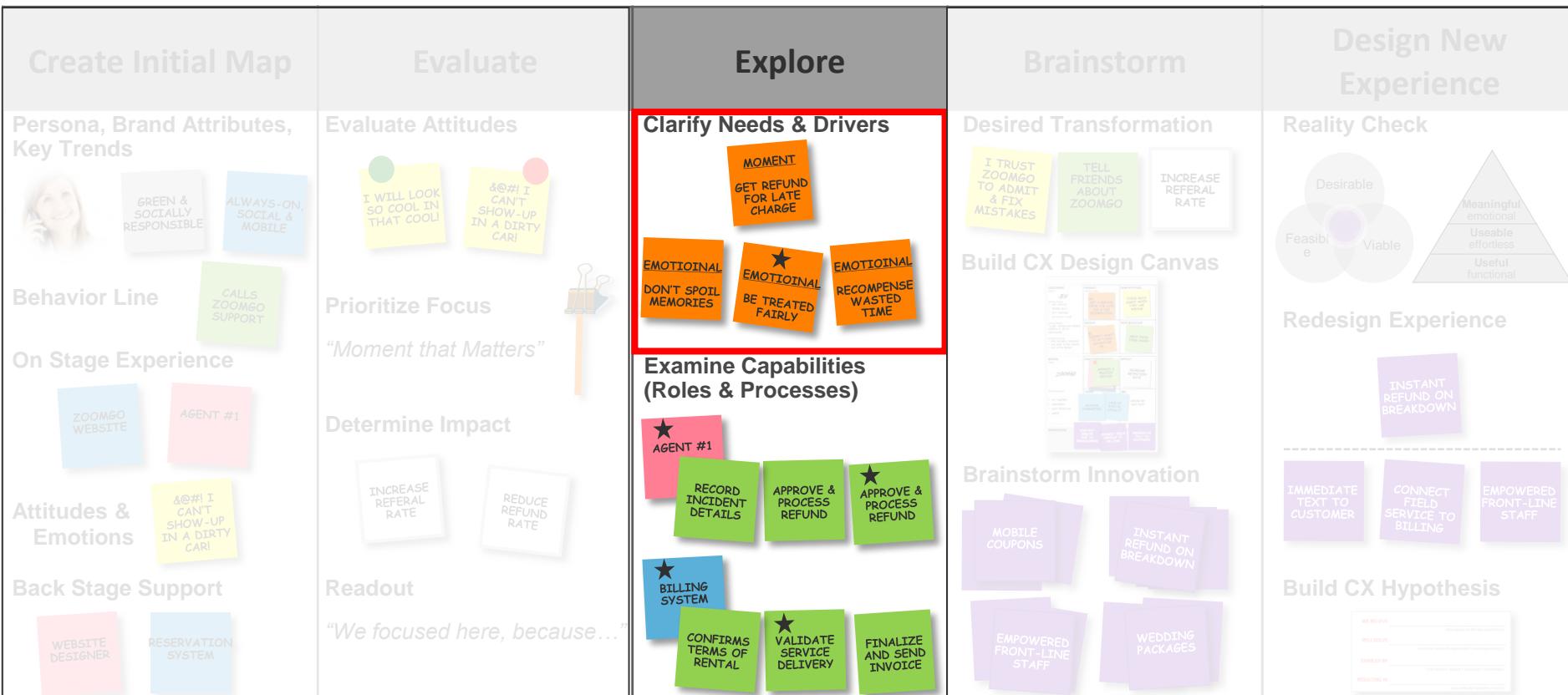


Break – 20 minutes

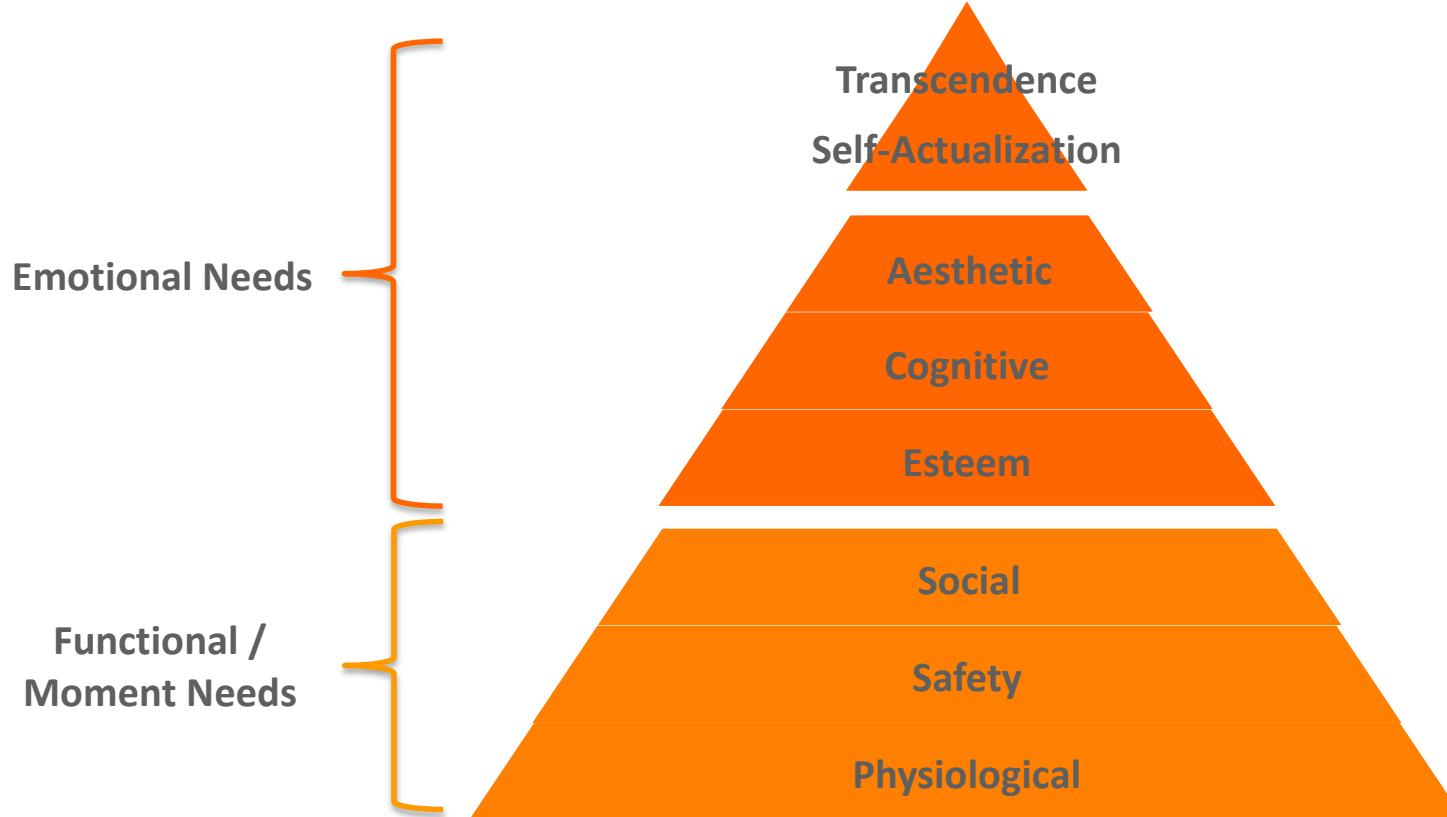




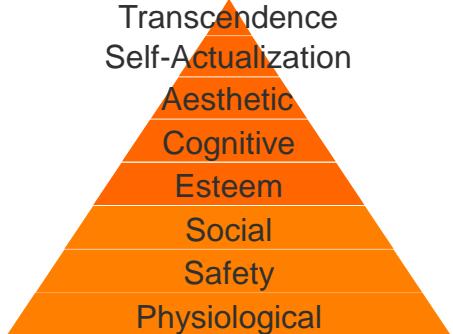
CX Journey Mapping Process



Maslow's Hierarchy of Needs



Jen has Needs



Esteem Needs to be seen as a fashion-forward trend-setter	Cognitive Needs to constantly learn of new trends and fads	Aesthetic Needs to surround herself with beautiful art, food, and music	Self-Actualization Wants to realize her personal potential	Transcendence Needs to help her friends realize their personal potential
Physiological Needs steady income so she can afford her Manhattan apartment	Safety Needs to feel secure in the hectic environment of NYC	Social Wants to be accepted and feel welcome by her friends		

Getting to Emotional Needs



Cotton Canvas Tote

\$5.98



I need important things close to me at all times

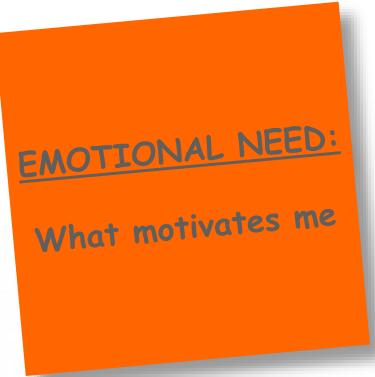
I need a shoulder bag so that my hands are free

I need to get inside my bag quickly



COACH Tote

\$598



I need my friends to look to me for fashion advice

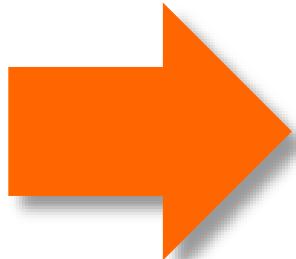
I want a beautiful piece of art at my side

I need a bag that's as amazing as me

Brainstorm Moment and Emotional Needs

EMOTIONAL NEED:
TO BE PART OF HER BEST FRIEND'S SPECIAL DAY

JOURNEY NEED:
TO GET TO THE WEDDING



EMOTIONAL NEED:
UPHOLD AN IMAGE

EMOTIONAL NEED:
SHOWCASE HER SUCCESS

MOMENT NEED:
HAVE A CLEAN CAR TO DRIVE

EMOTIONAL NEED:
IMPRESS HER FRIENDS

EMOTIONAL NEED:
LOOK BETTER THAN SUZY

What: needs at the moment that matters and emotional relevance

Why: solving for emotional needs is powerful

Select Needs

EMOTIONAL
NEED:

UPHOLD AN
IMAGE

EMOTIONAL
NEED:

SHOWCASE
HER SUCCESS

MOMENT
NEED:

HAVE A CLEAN
CAR TO DRIVE

EMOTIONAL
NEED:

IMPRESS HER
FRIENDS



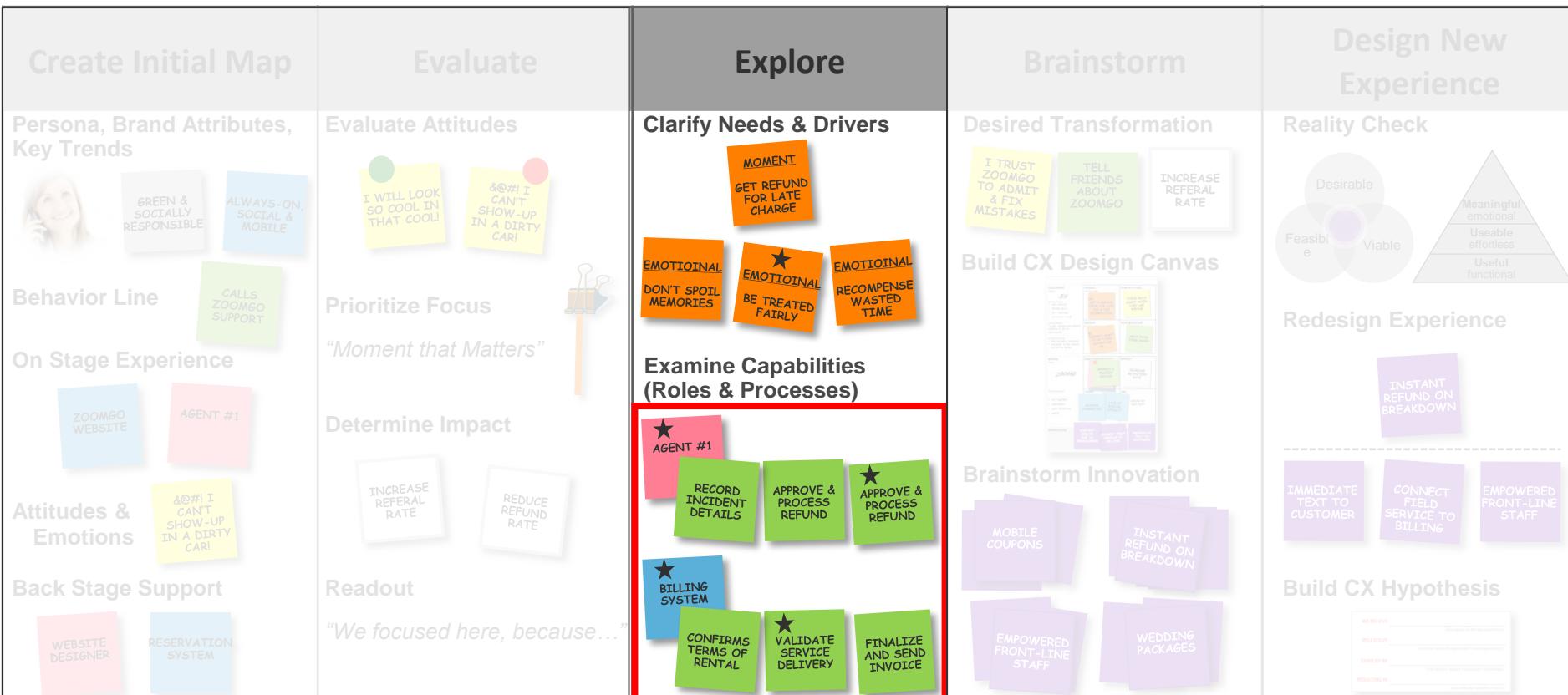
EMOTIONAL
NEED:

LOOK BETTER
THAN SUZY

What: select Customer's needs at this moment

Why: identifies needs worth fulfilling

CX Journey Mapping Process



Define Roles & Processes



AGENT 1

RESOLVE
CUSTOMER
ISSUE

APPROVE &
PROCESS
REFUND

RECORD
INCIDENT
DETAILS



iPhone
APP

VERIFY
CUSTOMER &
LOCATION

LOOKUP
RESERVED
CAR

UNLOCK
VEHICLE

What: uncover the *intended* role & processes of the people & things

Why: describes *current* state of onstage & backstage roles & processes

Evaluate Roles & Processes



AGENT 1

RESOLVE
CUSTOMER
ISSUE

APPROVE &
PROCESS
REFUND

RECORD
INCIDENT
DETAILS



iPhone
APP

VERIFY
CUSTOMER &
LOCATION

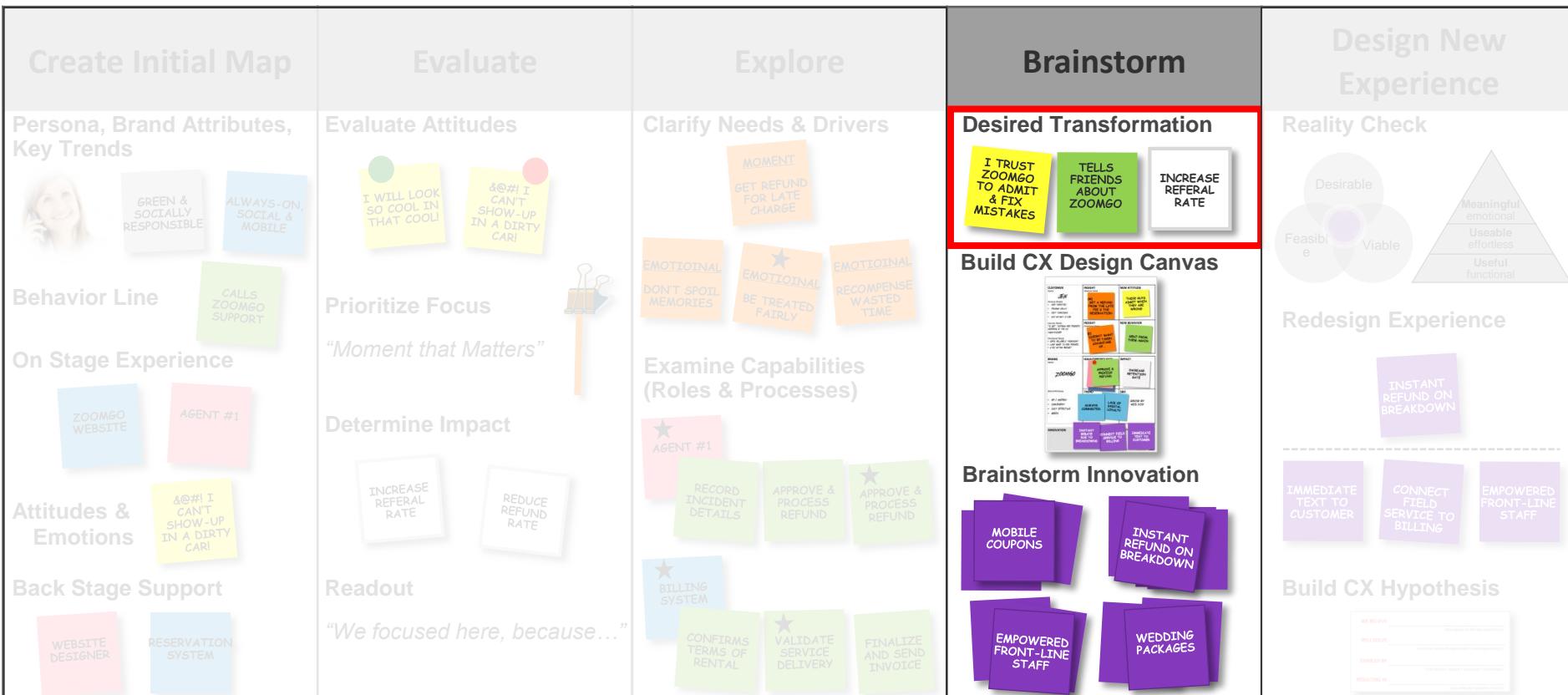
LOOKUP
RESERVED
CAR

UNLOCK
VEHICLE

What: were roles / processes performed properly to meet Jen's needs?

Why: identifies Issue or Opportunity areas worth solving

CX Journey Mapping Process



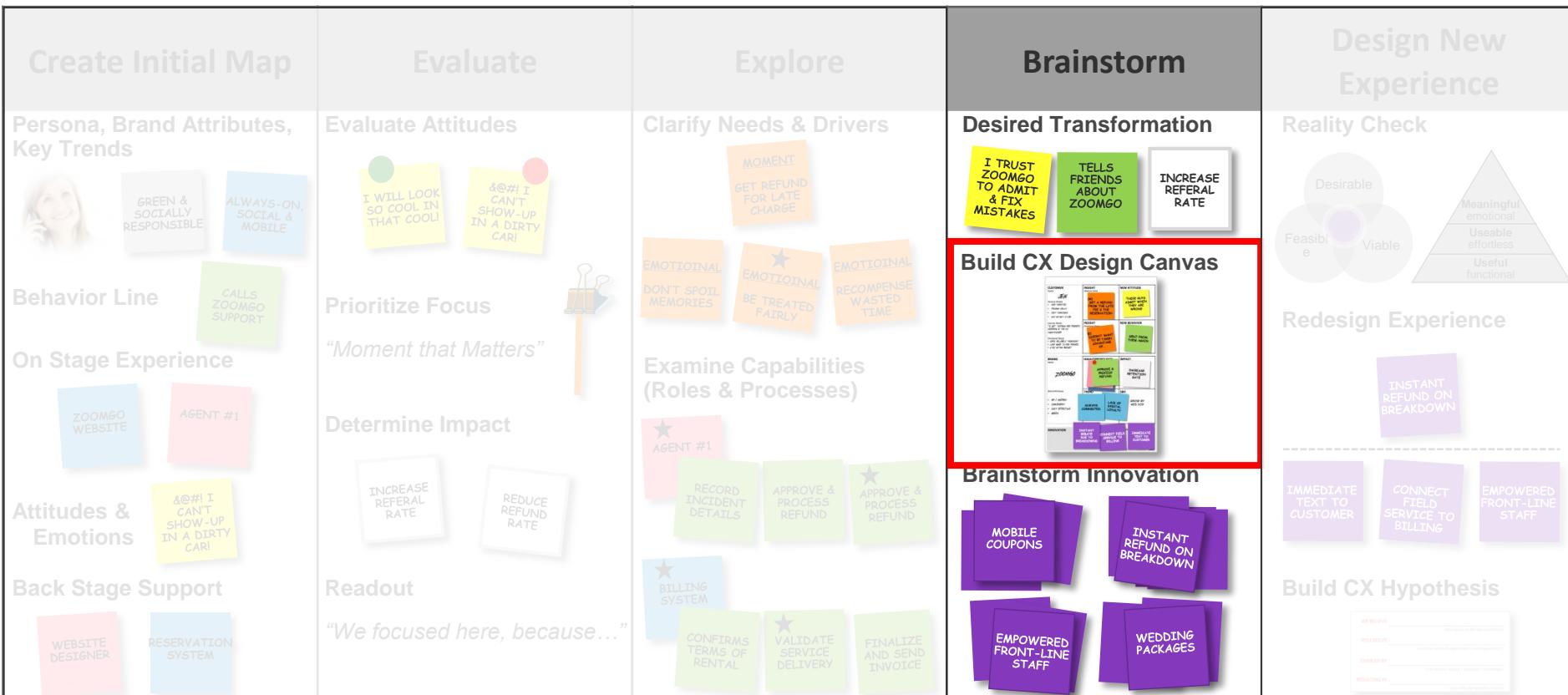
Desired New Attitudes and Behaviors



What: imagine what the customer would say after your new experience and the expected behaviors that would follow

Why: to understand your expected Impact of Innovation

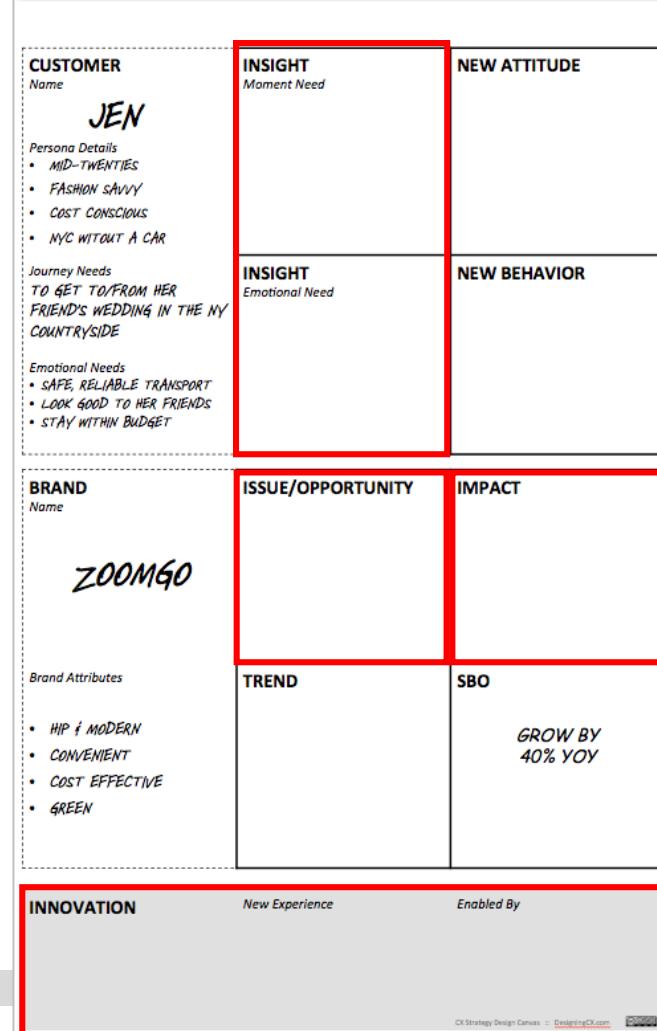
CX Journey Mapping Process



CX Strategy Canvas

What: summarizes & frames the four “I”s of the issue or opportunity you’re going to tackle

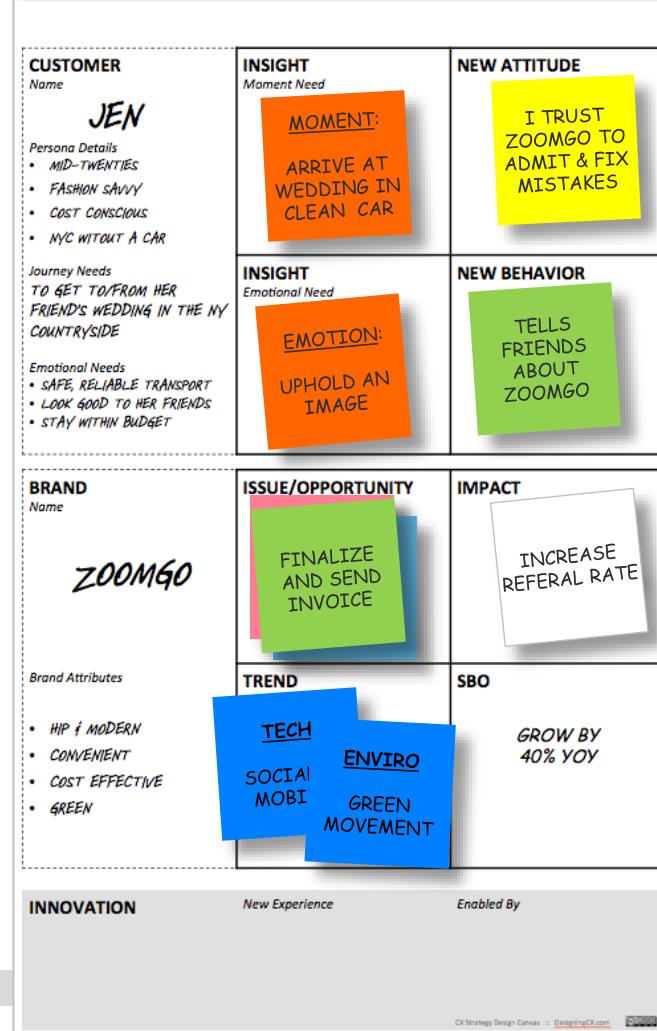
Why: organizes the exact details of the Issue or Opportunity in an easy-to-present format



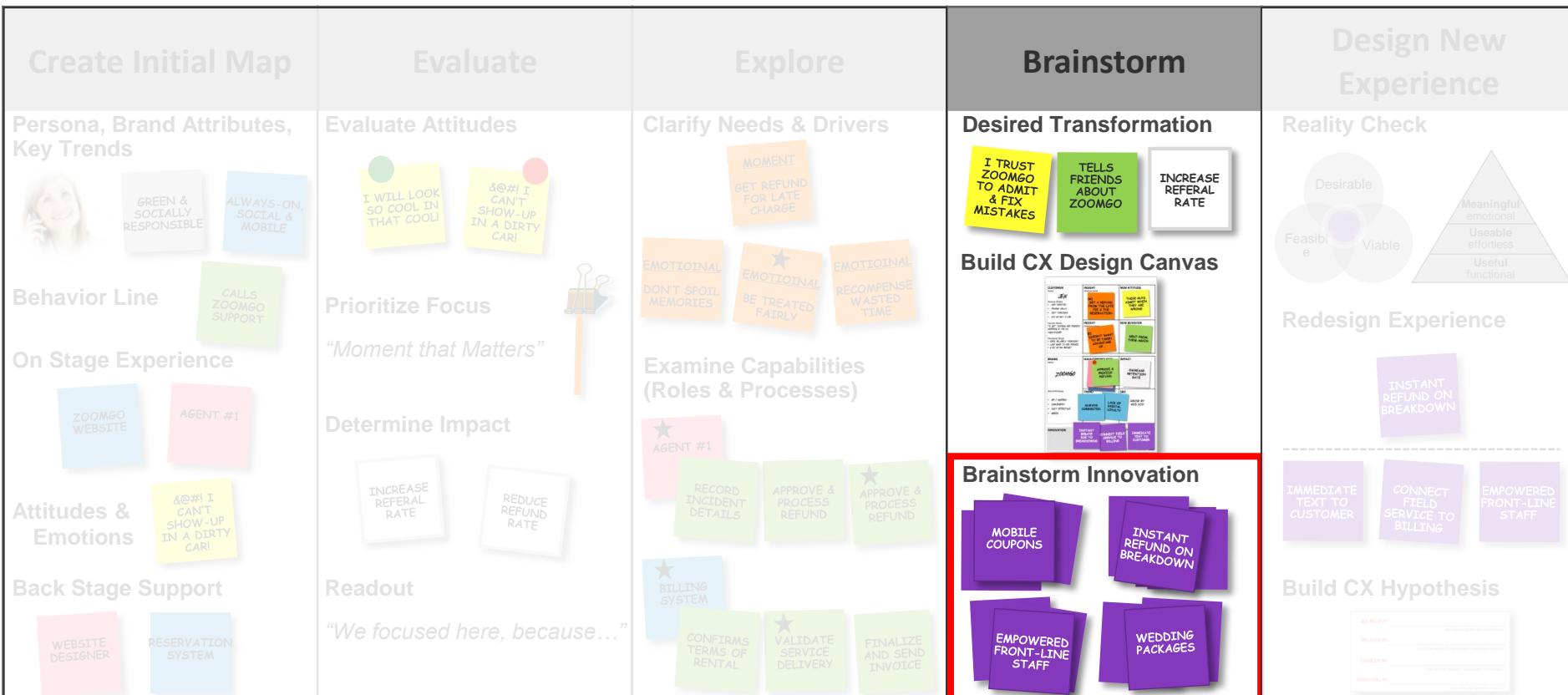
CX Strategy Canvas

What: summarizes & frames the “Four Eyes” of the issue or opportunity you’re going to tackle

Why: organizes the exact details of the Issue or Opportunity in an easy-to-present format



CX Journey Mapping Process



Brainstorm Innovation

INTEGRATED
SOCIAL
MARKETING
CAMPAIGNS

SEND A
REPLACEMENT
CAR
IMMEDIATELY

WEDDING
PACKAGES WITH
CAR SERVICE
INCLUDED

INSTANT
REBATE
DUE TO
BREAKDOWNS

"ONSTAR" FLEET
TELEMATICS

MOBILE
COUPONS

CONNECT FIELD
SERVICE TO
BILLING

IMMEDIATE
TEXT TO
CUSTOMER

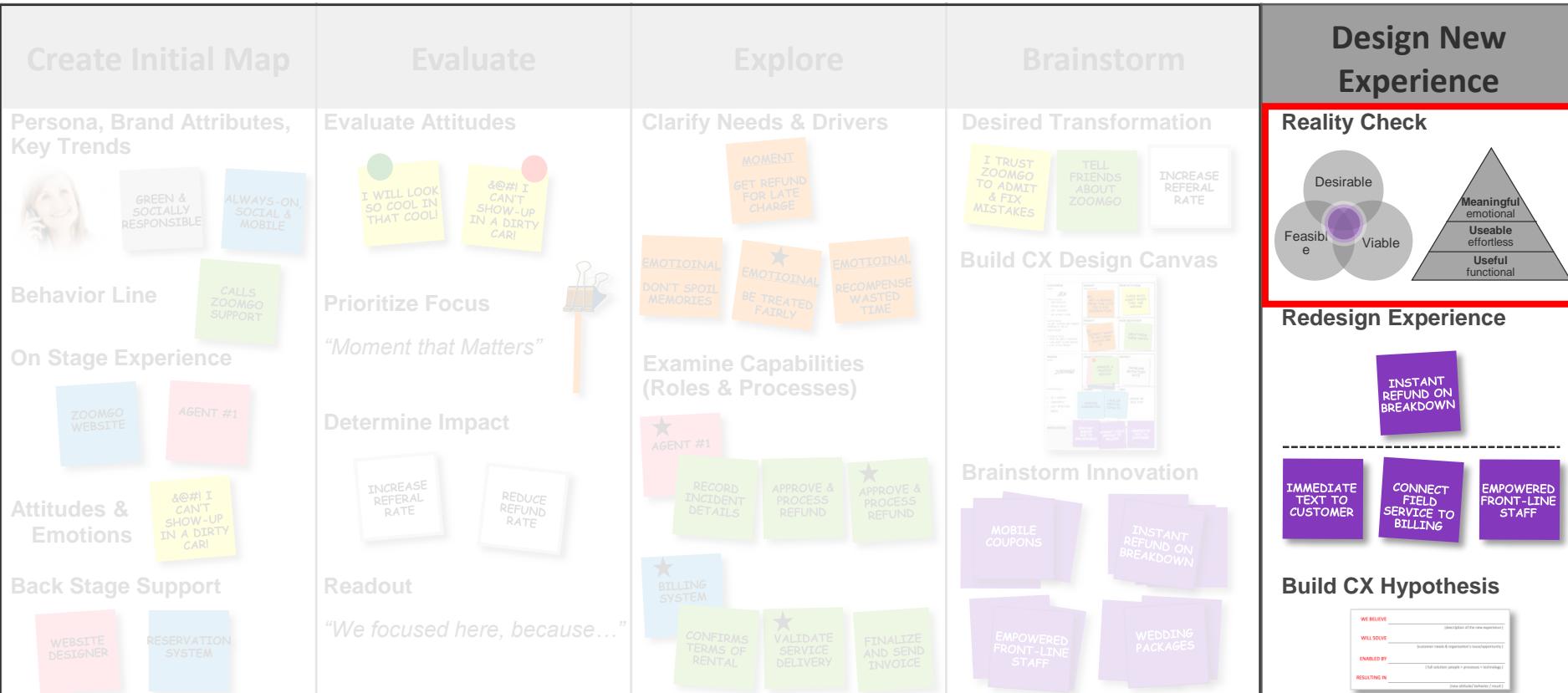
CO-BRANDED
CARS

What: brainstorm new experiences to meet customer needs, considering current issue or opportunity

Why: volume of ideas that fulfill needs at the moment that matters

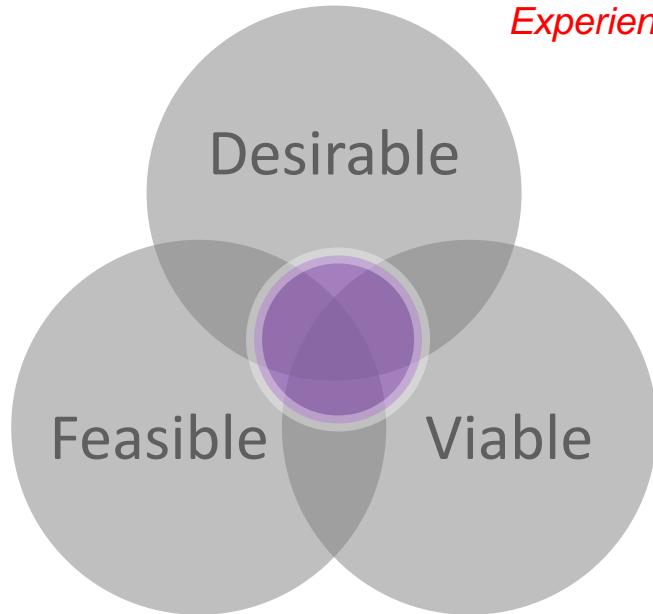


CX Journey Mapping Process



Reality Check

Solution Value
People, Process, &
Technology
Solution Design



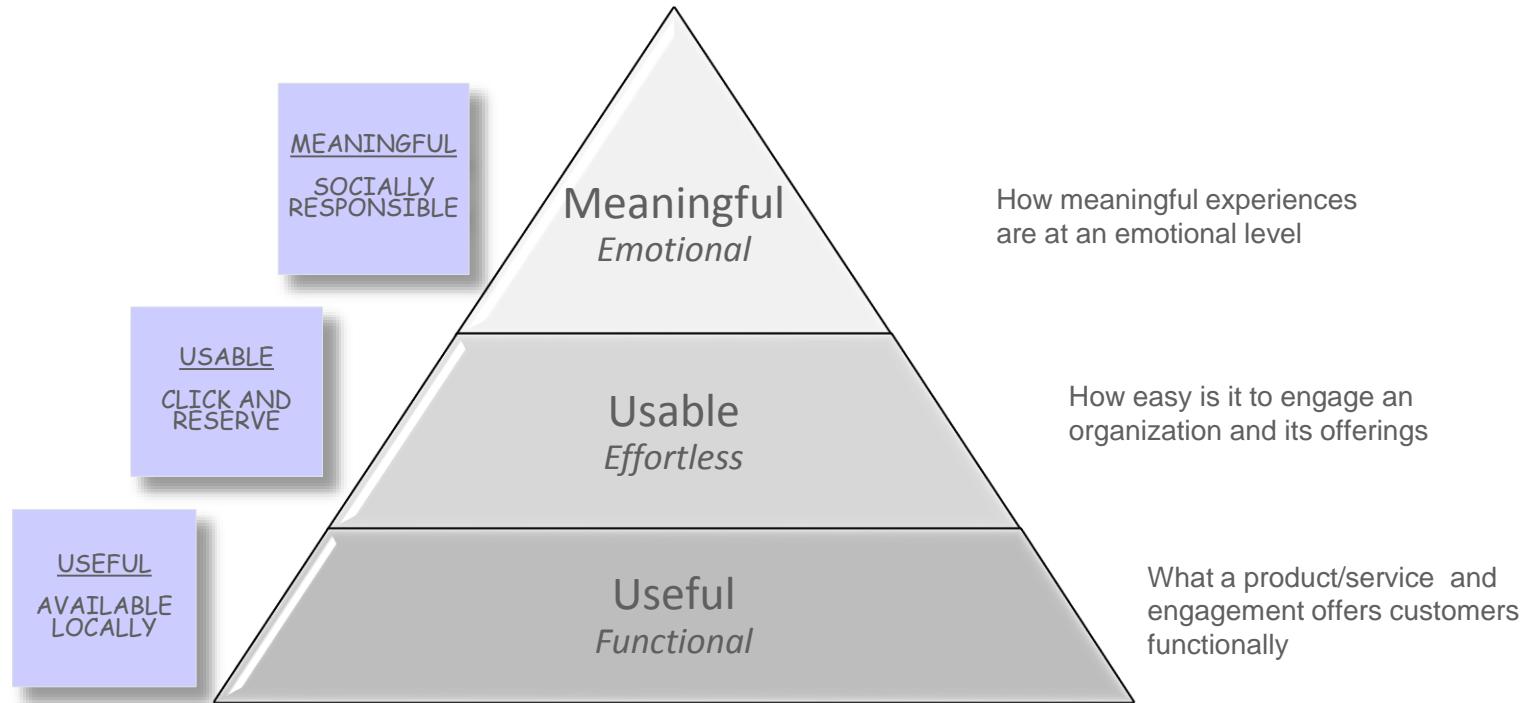
Consumer Value
Interactions, Goals, Emotions
Experience Design

Business Value
Differentiation, Acquisition,
Retention & Efficiency
Business Design

What: consider if the innovations meet the “desirable, feasible, viable” test
Why: filter out innovations with no customer experience value or viability

Reality Check

Alignment with Brand Attributes



What: consider if the innovations drive useful, usable, meaningful experiences
Why: solid research (Watermark, 2006-2014) shows these are key dimensions

Select Innovation

INTEGRATED
SOCIAL
MARKETING
CAMPAIGNS

SEND A
REPLACEMENT
CAR
IMMEDIATELY

WEDDING
PACKAGES WITH
CAR SERVICE
INCLUDED

INSTANT
REBATE
DUE TO
BREAKDOWNS

"ONSTAR" FLEET
TELEMATICS

MOBILE
COUPONS

CONNECT FIELD
SERVICE TO
BILLING

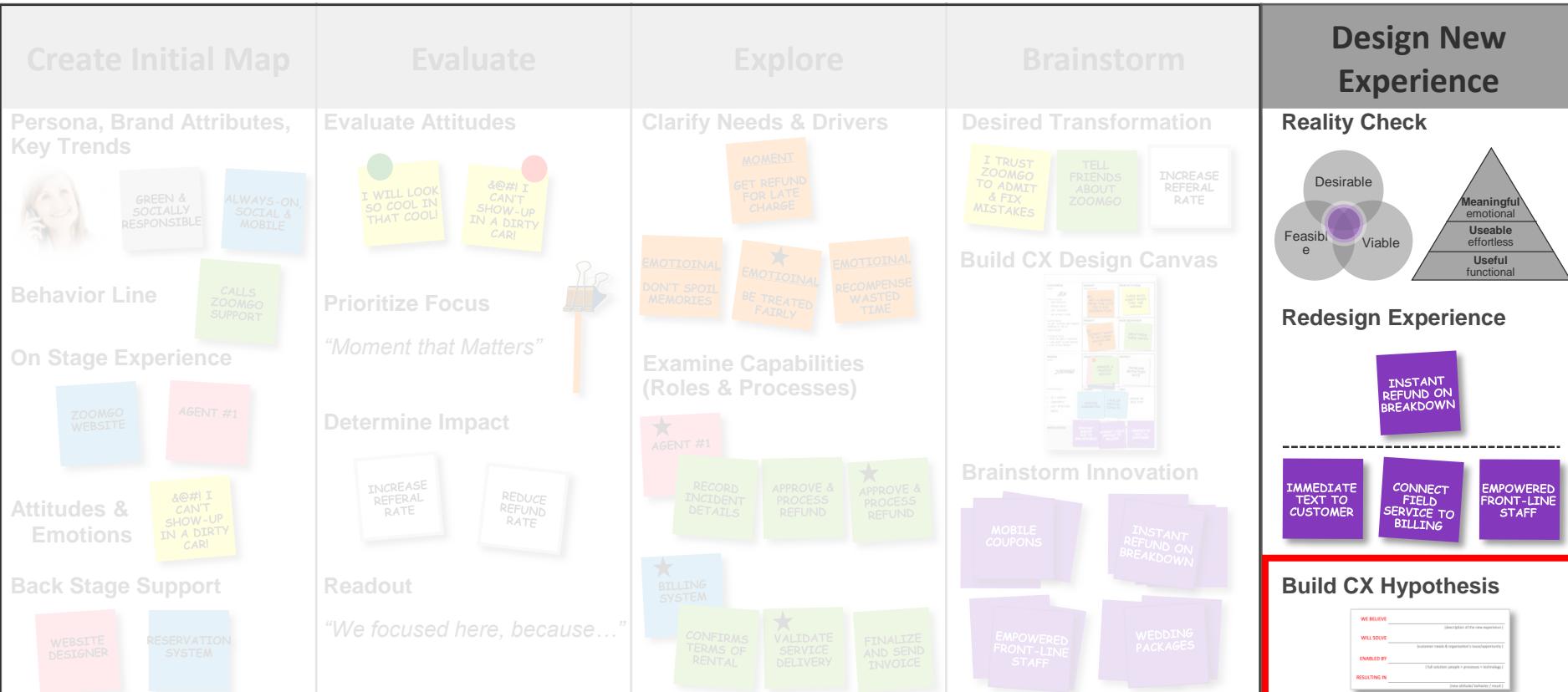
IMMEDIATE
TEXT TO
CUSTOMER

CO-BRANDED
CARS

What: select one idea (or several related ideas) to prototype and test

Why: to build a hypothesis to test for more Insight

CX Journey Mapping Process



WE BELIEVE

That an Instant Refund program due to breakdowns

NAME THE
NEW
EXPERIENCE

WILL SOLVE

(M)
DESCRIBE
THE
MOMENT
NEED

(E)
DESCRIBE
THE
EMOTION.
NEED

THE ISSUE
OR OPP. TO
BE
ADDRESSED

ENABLED BY

WHAT
PEOPLE ARE
PART OF THE
SOLUTION

WHAT
PROCESSES
ARE PART OF
THE
SOLUTION

WHAT TECH
ARE PART OF
THE
SOLUTION

RESULTING IN

JEN'S NEW
ATTITUDE

DRIVING JEN'S NEW
BEHAVIOR

DELIVERING
FINANCIAL
IMPACT

{description of the new experience }

Jen's need for timely refunds and not feeling like she's being taken advantage of by our inability to accurately process refunds

{customer needs & organization's issue/opportunity }

Connecting the Field Service database and the billing system to proactively identify when a refund is appropriate and sending a text to the customer immediately

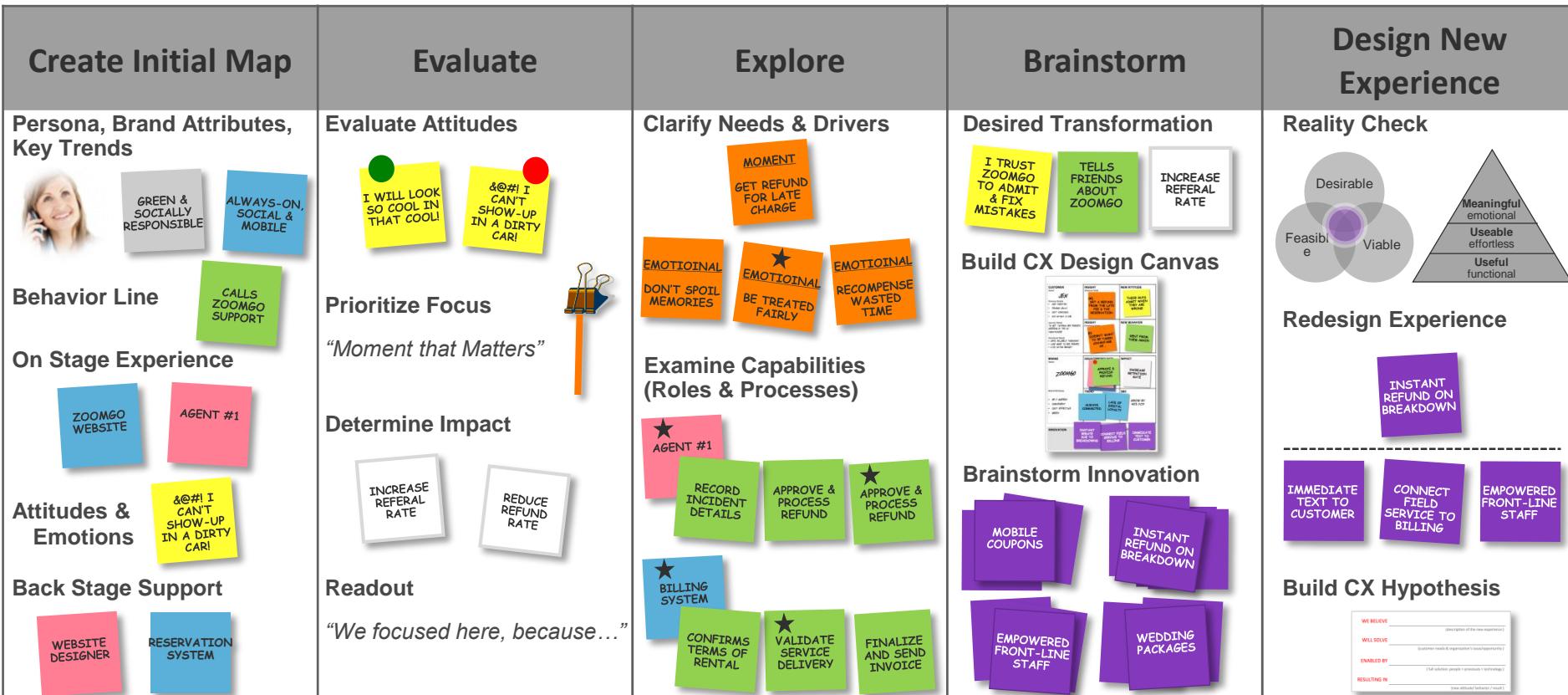
{ full solution: people + processes + technology }

Jen believing that we are a company that solves our mistakes quickly, resulting in Jen renting from us again, producing higher retention by 10 basis points = \$1.45 M incremental revenue

{new attitude/ behavior / result }



CX Journey Mapping Process





Om morgenen
cykler Oliver af
sted mod stationen



Bliver undervejs i
tvivi om han når
toget. Skynder sig



Ankommer til
stationen
forpustet og varm

Vil parkere sin
cykel, men der er
fyldt i cykelstativet

Challenges when making a workshop:

- Participants are unaccustomed to being abstract
- Participants are not always creative or get stuck
- Ideas are dynamic – staying on track can be difficult
- Open vs. closed issues
- Next step...?

DESIGNINGCX.COM

Designing CX
design & agile practices for customer experience innovators

Search



CX Design Resource

CX Journey Mapping Toolkit

CX Journey Mapping Toolkit



On this page, you'll find all of the [CX Journey Mapping tools](#), [materials](#), and [guides](#) that we're developing — everything you need to introduce your teams to this powerful approach for customer-centered action and CX innovation.

Setup

1. [Journey Mapping Supplies – supplies list \(pdf\)](#) [original blog post]
2. [Supplies Calculator – Excel version](#) [original blog post]
3. [Journey Mapping Board Stands – parts list \(pdf\)](#) [original blog post]

Materials

1. [CX Journey Mapping Slides w/ZoomGo Story - presentation \(pdf\)](#) (ppt, 30mb)
2. [ZoomGo Journey Mapping storyline - storyline \(pdfs\)](#) [original blog post]
3. [ZoomGo Financial Scenarios - financials \(ppt\)](#)
4. [CX Design Canvas - zoomgo canvas \(ppt\), blank canvas \(ppt\)](#) [original blog post]
5. [CX Design Hypothesis Statement - worksheet \(pdf\)](#) [original blog post]
6. [Table Top CX Journey Map – Blank Template 24" x 36" \(pdf\)](#)

Customer Journey Map

...visually illustrates customers' processes, needs and perceptions throughout their interaction and relationship with an organization

Understand experiences (to diagnose customer issues & opportunities)

Design experiences (to re-think existing processes & create step change)

Implement experiences (as guiding 'blue prints' & statements of direction)

Communicate experiences (as memorable orientation and training aids)

Customer Journey Map

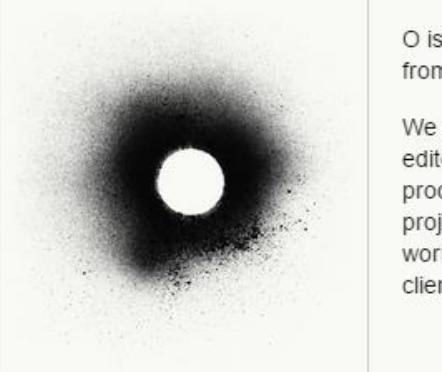
...visually illustrates customers' processes, needs and perceptions throughout their interaction and relationship with an organization



Monday,
September 21,
2015

Editorial
Roster
Archive
Profile

VO
English



The Secret Lies in the Chyron: Music's Footnotes

15.09.2015

Essays
By Jero Rodriguez



1. **Find examples of:**
 - Affordances – Signifiers – Animations – Mapping – Feedback

2. **Discoverability and Understanding**

- Can you discover the correct way, without too much trial and error? Do you understand what this page is for? Do you understand each part of it? Can you find out?

3. **What is this site's mission and goal? And how can you tell?**

- What industry does it belong to and what does that signify?

4. **Do you recognise any design patterns? What do they signify?**

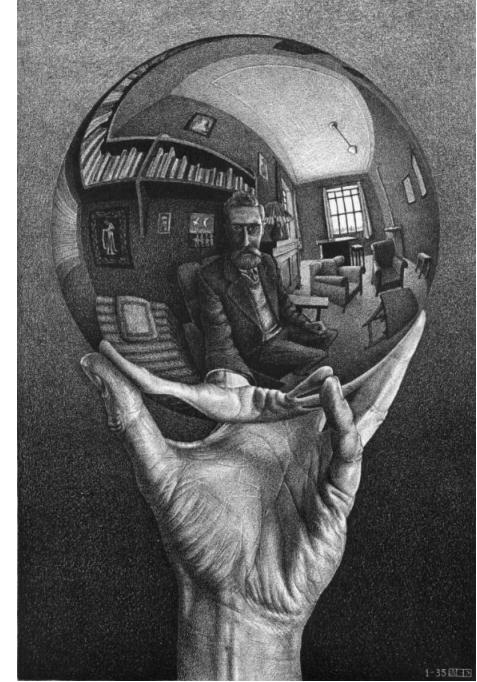
- Horizontal navbar at top or symmetrical composition?

5. **Are they breaking any “rules” or doing anything original?**

- What is with the usability and User experience?

Journey map workshops

- Visually illustrates customers' processes, needs and perceptions via a thorough scenario.
- Scenarios are powerful tools for idea creation, evaluation and understanding.
- Map to understand & diagnose experience issues.
- Use maps to reframe and reimagine experiences..
- Redesign experiences to influence attitudes
- Attitudes drive behaviours that deliver results. An experience based on behaviour can change an attitude. This will influence results.



Next time:

Topic: Evaluating and adjusting. Quantitative research and tests. Heuristics. A/B split test, Clickstream. Usability testing and Surveys.

Read / Do:

[Unger] Russ Unger et.al: *Find out how they think* p. 281 - 310

[Cooper] *On validation and testing* p. 139 – 143

[Snyder] *On paper prototypes. Alternative to the slow prot.* p. 138 – 154

Check out:

[Schneider] Bens Schnidermans 8 heuristic principles for usability

[Nielsen] Jakob Nielsens 10 heuristic principles for usability

	Friday marts 11		Monday marts 14	
12.30	Malik Kamran	Hanif	Christian	Hartøft-Nielsen
12.40	Mohamad Walid	Meree	Mikkel Veldt Brøndum	Andersen
12.50	Alice	Puricica	Nikolay Rumenov	Mihaylov
13.00	Martin Hjord	Nielsen	Rostislav Veselinov	Dimitrov
13.10	Andreas Wendelbo	Knudsen	Vilius	Bivainis
13.20	Frederik	Gejl	Simeon Anatoli	Badev
13.30	Andreas	Bösig	Terkel Jungløw	Christensen
13.40	Kaloyan	Iliev	Michelle	Søholm
14.00	Mikkel Halgaard	Kjær	Mike	Jakobsen
14.10	Jakob	Bak	Thomas Leschley	Andersen
14.20	David	Kelemen	Martynas	Lobinas
14.30	Mihail	Rosca	Natalia	Valgepea
14.40	Elias Valdemar	Hansen	Steffen Bachmand	Pedersen
14.50	Marc Mathias	Clausen	Troels Stig	Rasmussen
15.00	Nikolaj Vahr	Tjørnild	Steffen	Pedersen