

## **The goal**

The goal chosen for this customer experience map is purchasing steak for delivery at the ElkRanch online shop. The experience map will detail the stages, steps, thoughts, and feelings of the customer throughout the process, from first searching and locating the website to receiving and tasting the product.

## **My Experience Map Design**

I have used a straight-line type of experience map. It is a more descriptive showing of the experience with a combination of text and visuals. It is similar to the railway map and Tripperz.com map in the examples. I have chosen to make the activities, thoughts, and touchpoints text based because it is clear, and they can require more explanation than a visual graph. Because feelings can be more simply defined, I used visual color-coded shapes with a descriptive legend. I used a 5-point scale for emotions that show a complete range of feelings from bad to good. I also inserted the feelings into each step or activity. I thought using visuals for feelings would be the easiest to understand while giving a lot of detail to the customer's feelings in each step.

## **Experience Map**

Stages	Research	Visit website	Search for product	Choose product	Checkout	Receive product	Experience product
<b>Activities</b>	<ul style="list-style-type: none"> <li>Think about what you want</li> <li>Do a Google search</li> <li>Explore different websites</li> <li>Review cooking videos</li> <li>Review testimonial</li> <li>Choose the best company/website</li> </ul>	<ul style="list-style-type: none"> <li>Look over the home page</li> <li>Decide if you want to keep exploring</li> <li>Explore the product list</li> </ul>	<ul style="list-style-type: none"> <li>Look for the steak page</li> <li>Locate and access steak page</li> <li>Find the steak type</li> </ul>	<ul style="list-style-type: none"> <li>Review the product types</li> <li>Review product description</li> <li>Review product price</li> <li>Review product quantity</li> <li>Select product, and quantity</li> <li>Add product to cart</li> </ul>	<ul style="list-style-type: none"> <li>Create account</li> <li>Choose pickup or delivery</li> <li>Enter shipping info</li> <li>Enter payment info</li> <li>Review order details</li> <li>Confirm purchase</li> </ul>	<ul style="list-style-type: none"> <li>Await shipping confirmation</li> <li>Await package delivery</li> <li>Sign for courier package delivery</li> <li>Examine product</li> <li>Judge if product is not spoiled</li> </ul>	<ul style="list-style-type: none"> <li>Place product in fridge or freezer</li> <li>Take out product and allow to thaw to room temperature</li> <li>Turn on barbeque</li> <li>Season the product</li> <li>Cook the product</li> <li>Taste the product</li> <li>Decide if the product is good or bad</li> </ul>
<b>Thoughts</b>	<ul style="list-style-type: none"> <li>"Is there a good store in my area?"</li> </ul>	<ul style="list-style-type: none"> <li>"How do I find the steak?"</li> <li>"I did not know there was a place like this in my area"</li> </ul>	<ul style="list-style-type: none"> <li>"I hope they have what I want."</li> </ul>	<ul style="list-style-type: none"> <li>Did I choose the best steak?</li> <li>"Is this worth the price?"</li> </ul>	<ul style="list-style-type: none"> <li>"I didn't see a PayPal option."</li> <li>"The shipping portion was easy."</li> <li>"It didn't validate my email. I hope I entered it correctly."</li> </ul>	<ul style="list-style-type: none"> <li>"I was worried it would not show up in good condition."</li> <li>"It does not look spoiled."</li> </ul>	<ul style="list-style-type: none"> <li>"I cannot wait to try this."</li> <li>"Cooking the steak with a lot of butter made it taste the best just like the description said."</li> <li>"I think I will buy this again."</li> </ul>
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Choose the best website               <ul style="list-style-type: none"> <li>Includes Google data interaction                   <ul style="list-style-type: none"> <li>Google map and product images are shown</li> <li>Promotional ElkRanch YouTube videos</li> <li>Google reviews</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Look over home page               <ul style="list-style-type: none"> <li>Interaction with brand</li> <li>Homepage promotes product and quality with images and description</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>No touchpoint</li> </ul>	<ul style="list-style-type: none"> <li>Review product description               <ul style="list-style-type: none"> <li>Product sells the product</li> </ul> </li> <li>Select, product, quantity and add to cart               <ul style="list-style-type: none"> <li>The customer initiates the sale with the company</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Register an account               <ul style="list-style-type: none"> <li>Customer provides personal info in exchange for service</li> </ul> </li> <li>Complete transaction               <ul style="list-style-type: none"> <li>Customer commits to purchase</li> </ul> </li> <li>Receive receipt or confirmation               <ul style="list-style-type: none"> <li>Company provides documentation showing commitment to service</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Shipping confirmation email               <ul style="list-style-type: none"> <li>Company provides shipping update to customer</li> </ul> </li> <li>Sign for package               <ul style="list-style-type: none"> <li>Customer interacts with the type of delivery service that represents them</li> </ul> </li> <li>Examine product               <ul style="list-style-type: none"> <li>Customer judges the look, packaging, and presentation of the product</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Tasting the product               <ul style="list-style-type: none"> <li>Customer decides if it is a good product and the likely hood of purchasing more</li> </ul> </li> </ul>

#### Customer Feeling Legend

Very happy	■
Happy	■
Neutral	■
Unhappy	■
Very unhappy	■

## Resources

Doris Wójcicka, 9 September (no year given), 10 most interesting examples of Customer Journey Maps

<https://blog.uxeria.com/en/10-most-interesting-examples-of-customer-journey-maps/>

Alice Emma Walker, May 8, 2018, User experience mapping for dummies

<https://uxdesign.cc/user-experience-mapping-alice-emma-walker-868259547ba8>

Experience map based on examples sourced from:

<http://www.bhavacom.com/2012/08/>

<http://uxmastery.com/ux-marks-the-spot-mapping-the-user-experience/>