



Customer Journey Mapping

Professor Jon Kolko

Where We Left Off



Ethnography

Immersion in the cultural context
of a wicked problem

Synthesis

Making meaning through
inference and reframing

Prototyping

Hypothesis validation through
generative, form-giving activities

Where We Left Off



Ethnography

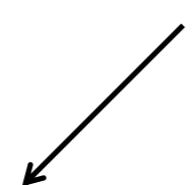
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Affinity

(grouping data by similarity &
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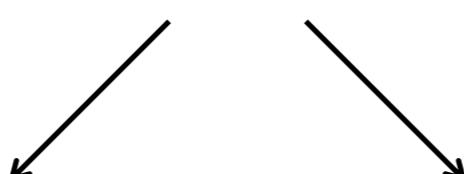
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Visual Modeling

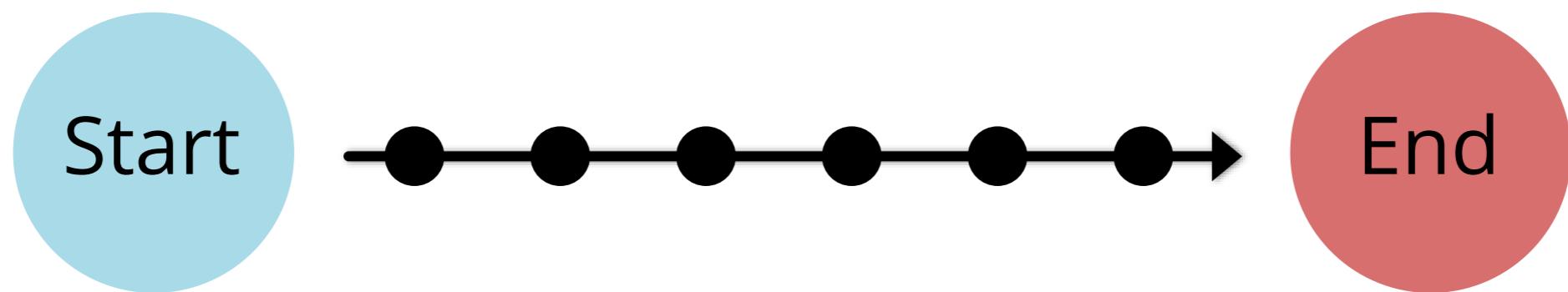
(interpreting relationships of data with
a focus on layering visual information)

What is a Customer Journey Map?

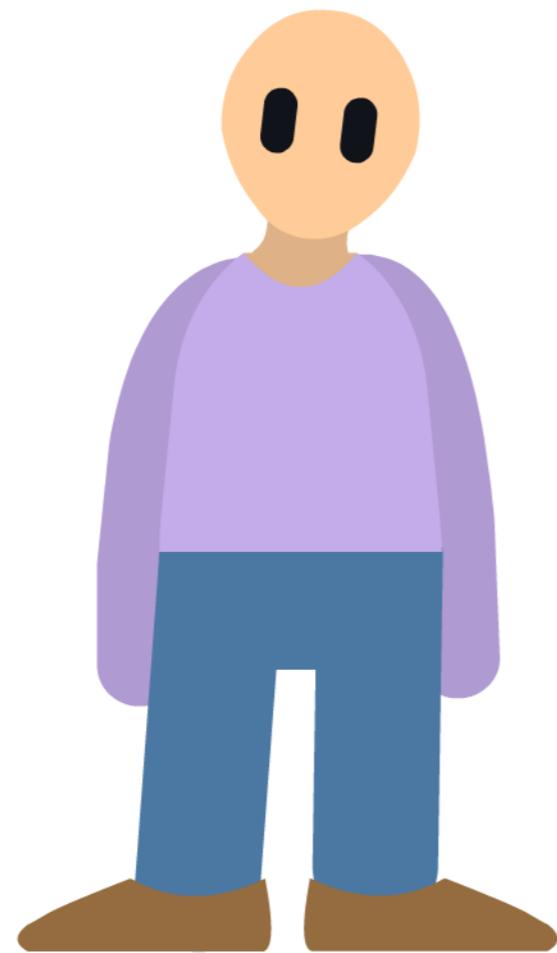
A visual model that describes touchpoints between the system and the people using the system.

What is a Customer Journey Map?

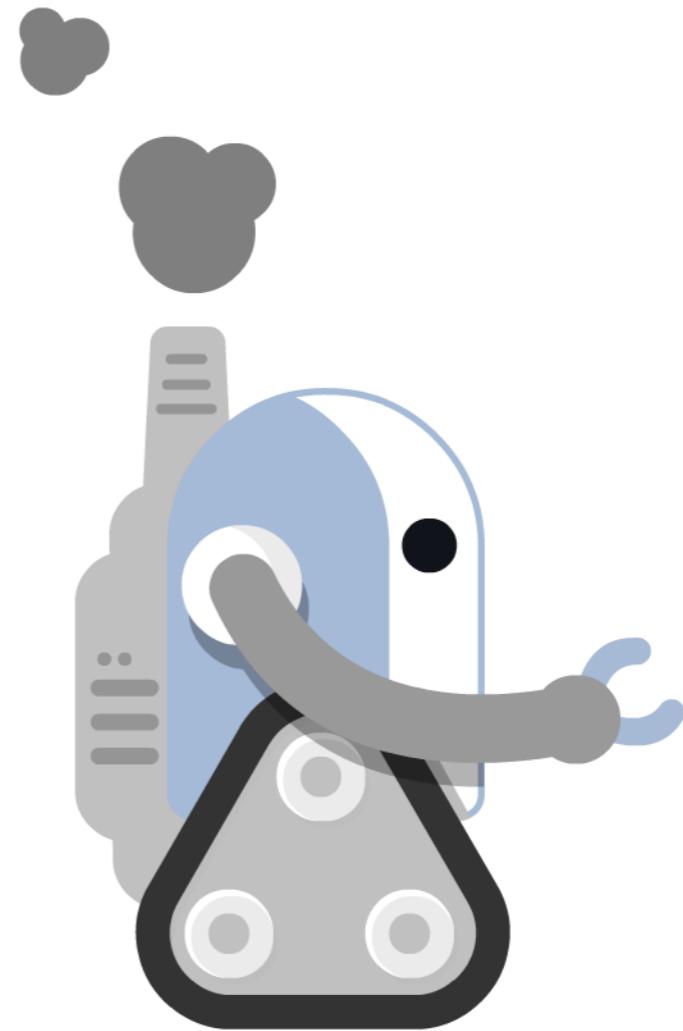
A customer journey map forces you to think about sequence & *the details that happen over time.*



The details reside in people & the system...

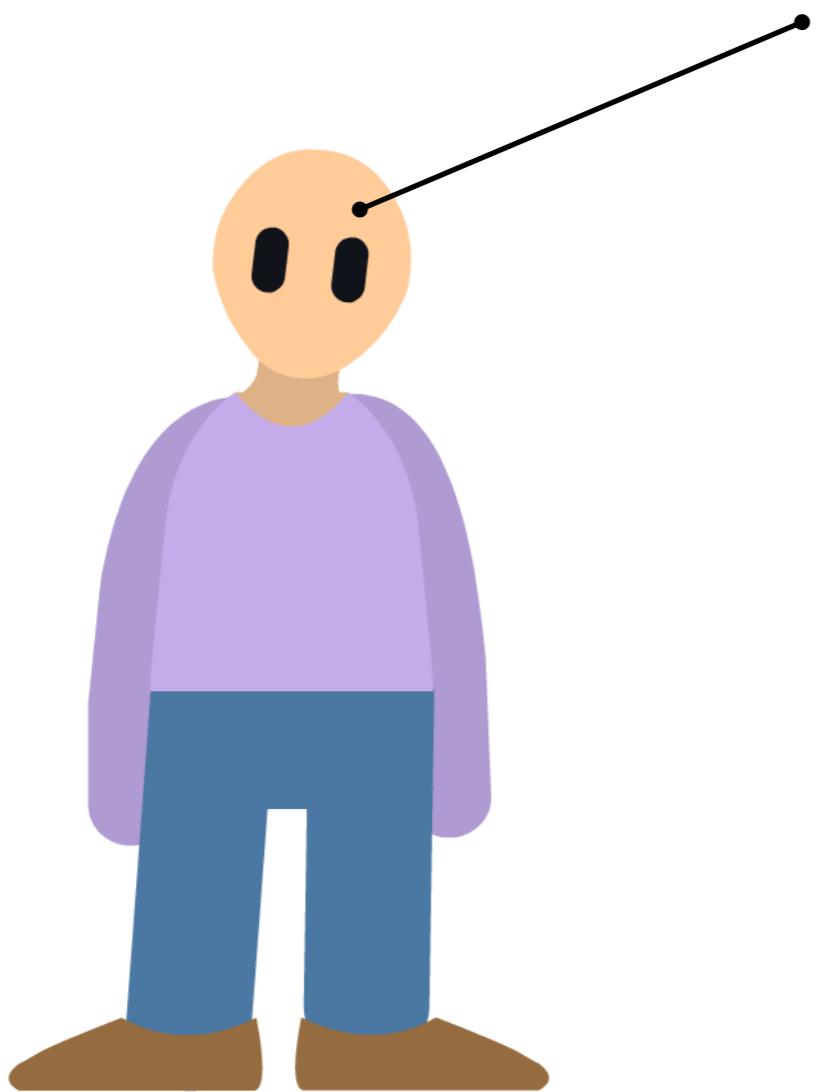


People



System

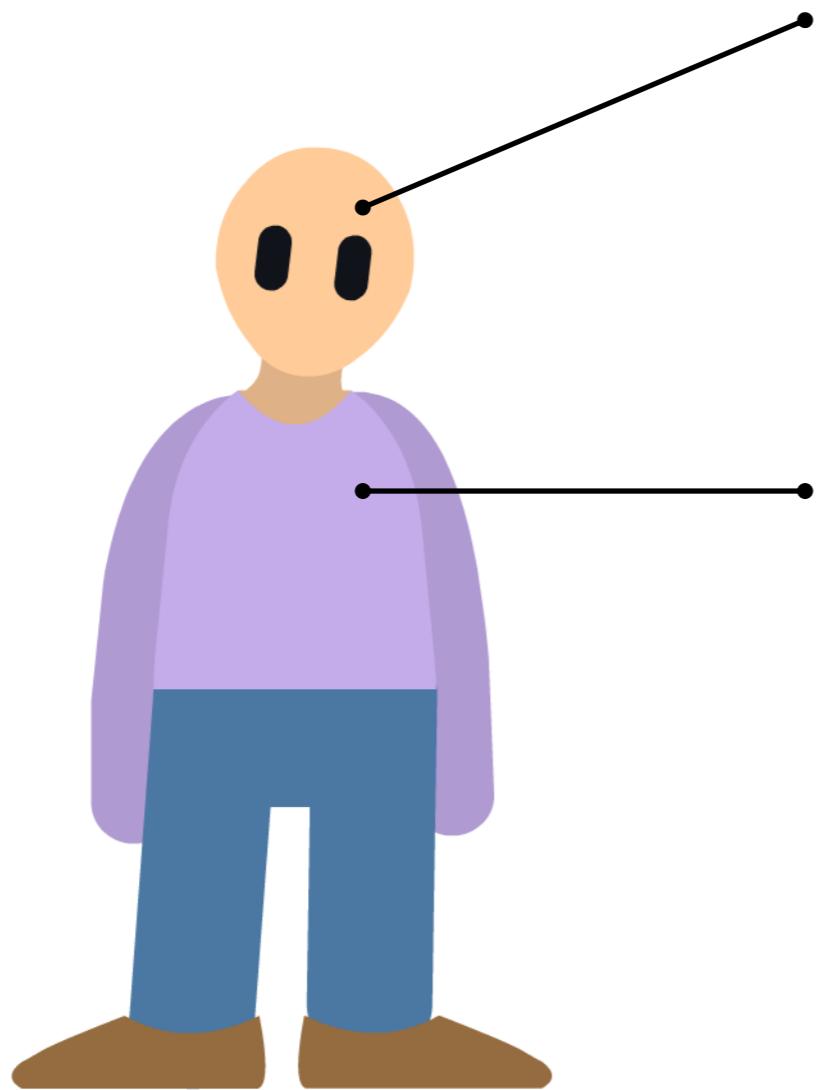
Thinking about people...



Thoughts / Perceptions

How do users understand what is going on?
What are they aware of? What information do
they need?

Thinking about people...



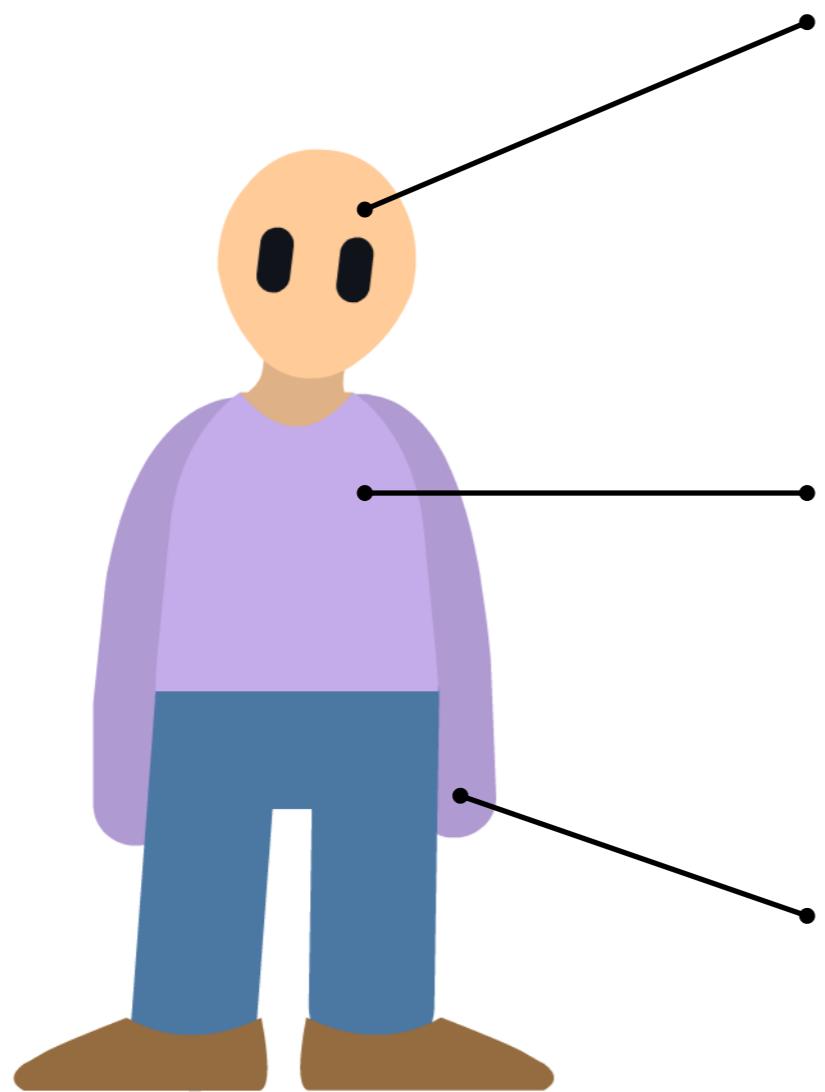
Thoughts / Perceptions

How do users understand what is going on?
What are they aware of? What information do they need?

Feelings & Reaction

How do users feel? What kind of reaction are they having to the system?

Thinking about people...



Thoughts / Perceptions

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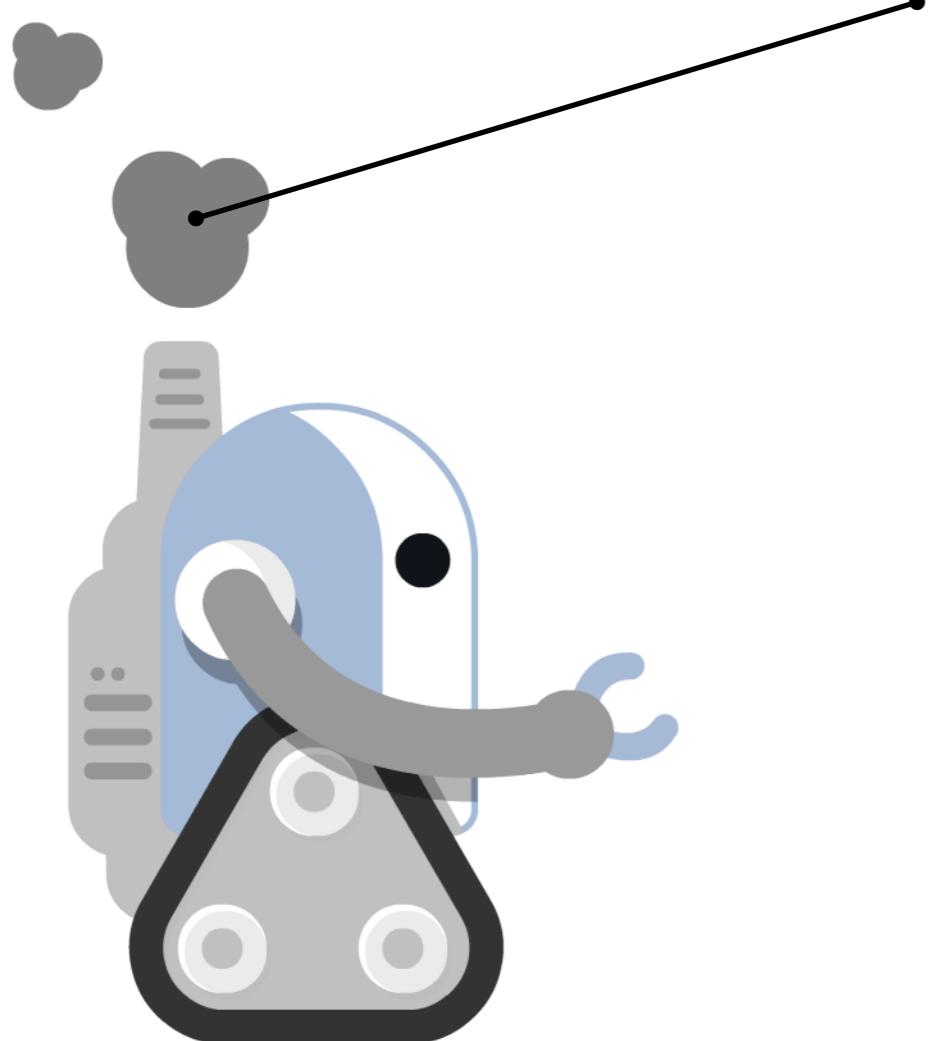
Feelings & Reaction

How do users feel? What kind of reaction are they having to the system?

Actions & Behaviors

What are the users doing? What do they perceive that they should be doing?

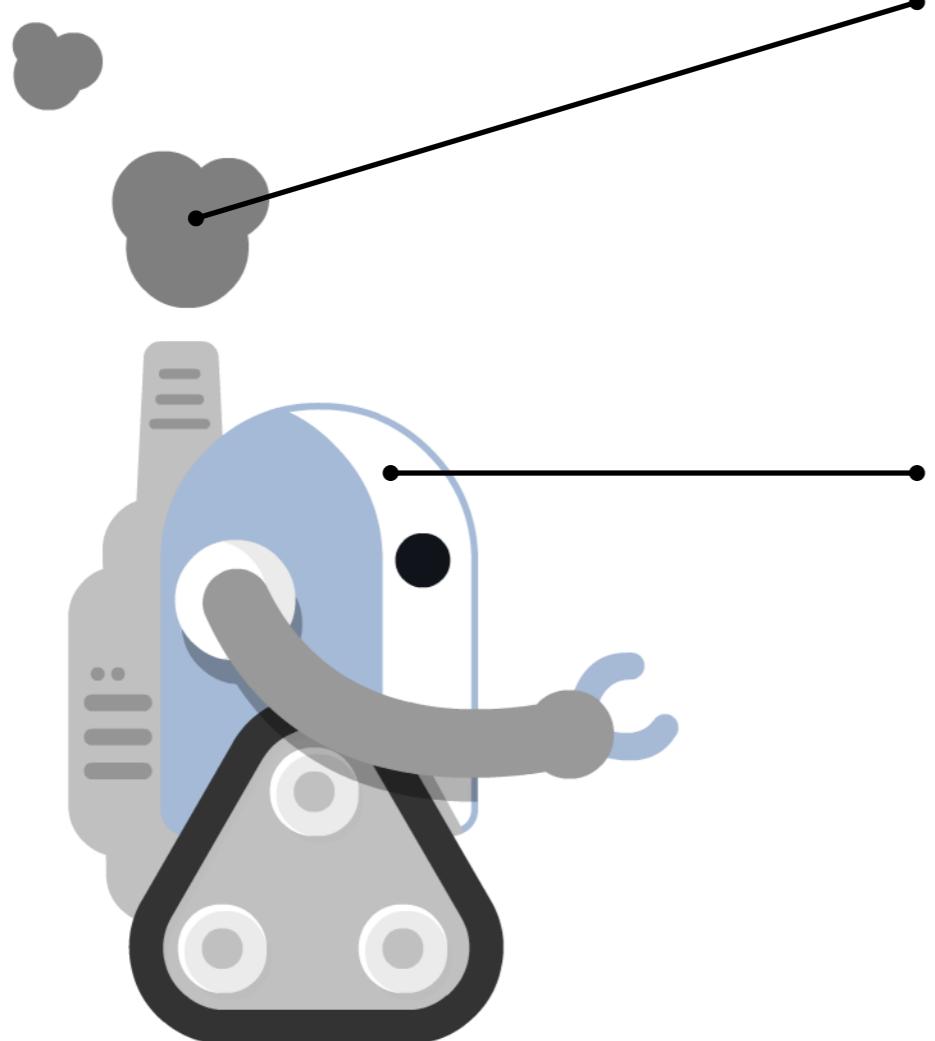
Thinking about the system...



Environment

Where is the system taking place? What implications does the environment have on users and the system?

Thinking about the system...



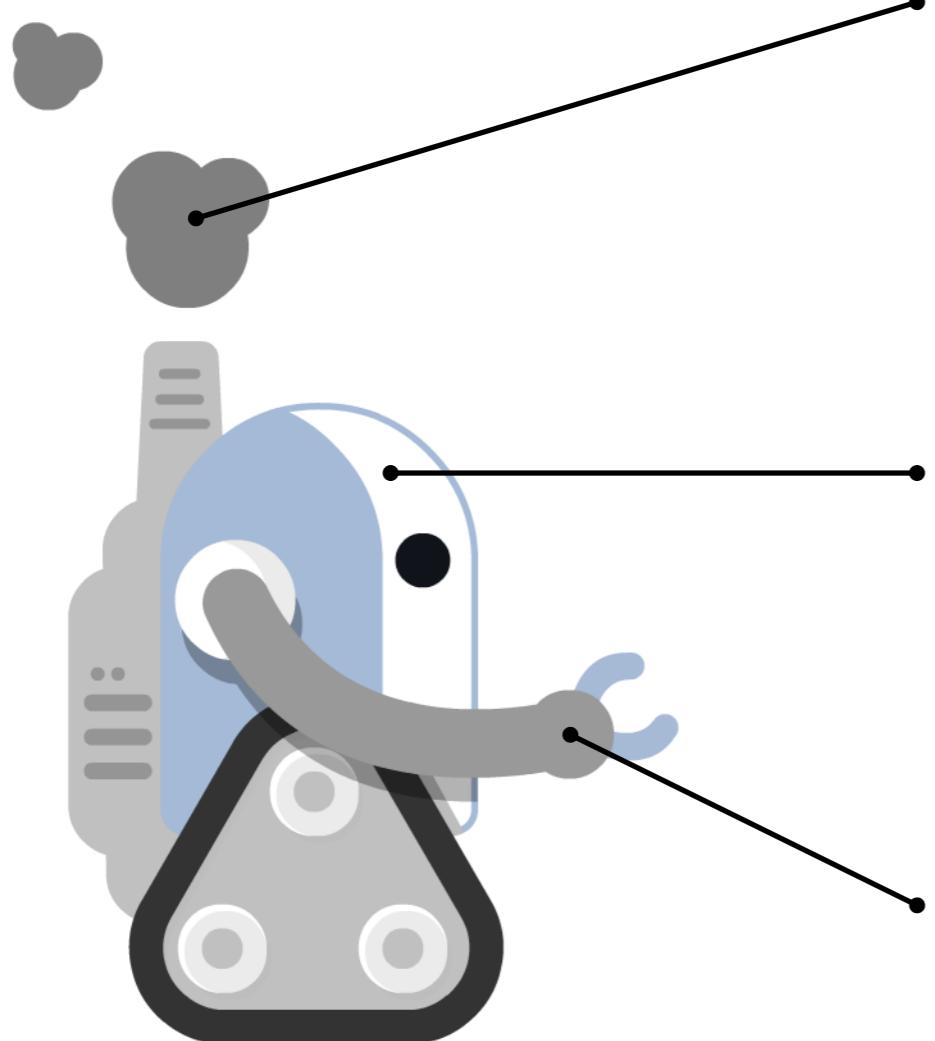
Environment

Where is the system taking place? What implications does the environment have on users and the system?

Recognition & Response

Does the system identify what the user needs? How is the system responding?

Thinking about the system...



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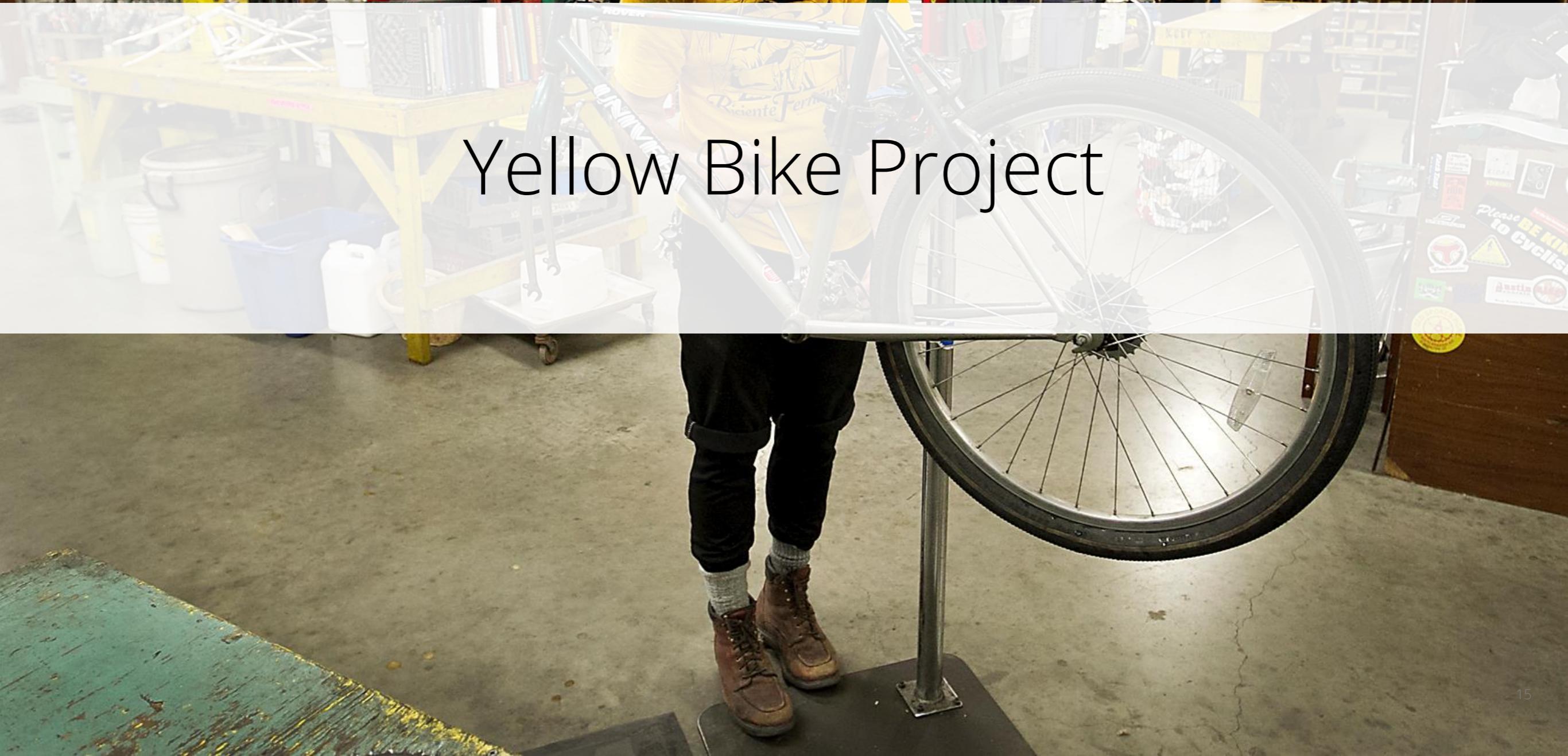
Affordance & Indication

What is the system expecting from users? Is the system providing an indication?





Yellow Bike Project



A black and white photograph showing a woman from behind, wearing a blue denim jacket and a beanie, working on a bicycle in a workshop. She is leaning over a workbench, focused on her task. In the foreground, the front wheel of another bicycle is visible. The workshop is filled with various tools and equipment, and there's a chain-link fence in the background.

*"Getting people together to make Austin a
better place to bike is really what it's all
about."*

Volunteer Coordinator
Founder YBP

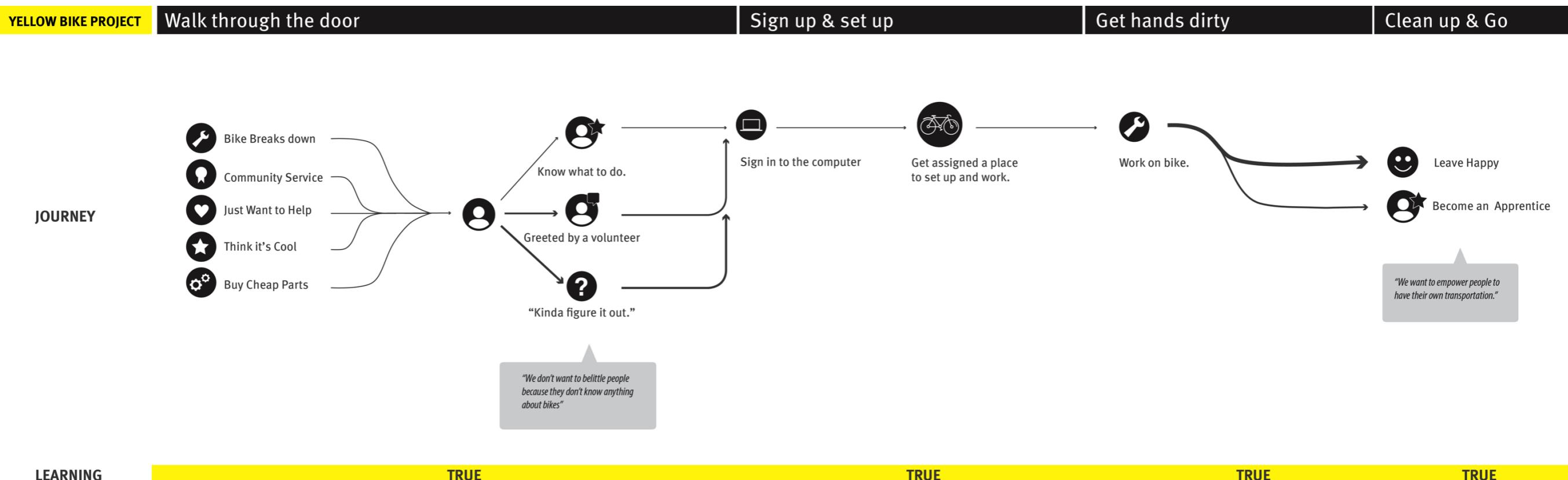


*“It’s my reason for getting up in
the morning...”*

Volunteer Coordinator
Founder YBP

How they think their business works...

Customer journey maps can be used to clarify the perceived state of a system...



**THE
BIKE SHOP**

M-F 6-10

1216 WEBBERVILLE

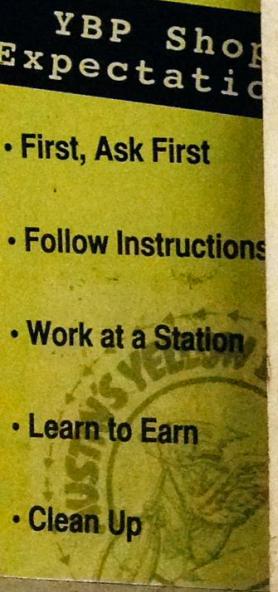
See Posted Times





WORK!





WELCOME TO
THE
YELLOW BIKE
PROJECT

* Please sign in
then talk to a coordinator

G
G



Tires.Helmets
Seats.Tubes

THE WOOD SAW MILLS
THE TOWER RAIL TURN
IN THE DISTRICT OF
BEN CLOUGH

2013

Please BE KIND
to Cyclists





CHAIN
WHIP

3

SUTHERLAND'S

SUTHERLAND'S

THE COMPLETE CHECKLIST SYSTEM

CHAINBREAKER BIKE BOOK

Mountain bikes: maintenance and repair John Stevenson

BICYCLE REPAIR AND MAINTENANCE

BICYCLE REPAIR MANUAL John Stevenson

BICYCLE REPAIR AND MAINTENANCE John Stevenson

ZOMBIE'S BICYCLE BUILDER'S BONANZA John Stevenson

ATOMIC BICYCLE BUILDER'S BONANZA John Stevenson

DICTICTIONARY

Anybody's Bike Book

SO SO

BARNETT'S manual

BARNETT'S manual

BARNETT'S manual

BICYCLING MAGAZINE

COMPLETE GUIDE TO BICYCLE MAINTENANCE AND REPAIR

BARNETT'S manual

BARNETT'S manual

BARNETT'S manual

BARNETT'S manual

2ND EDITION MOUNTAIN BIKE MAINTENANCE

BIKE REPAIR & MAINTENANCE

THE ALL NEW COMPLETE BOOK OF Bicycling Eugene A. Scott

HAVE A QUESTION???

Bike Library
Mechanic

ASK THESE HANDY BOOKS

Please
put
back
what you
done

Map Book D-51

(City of Austin zoomed-in, page-by-page)



SPOKE LENGTH SYSTEM

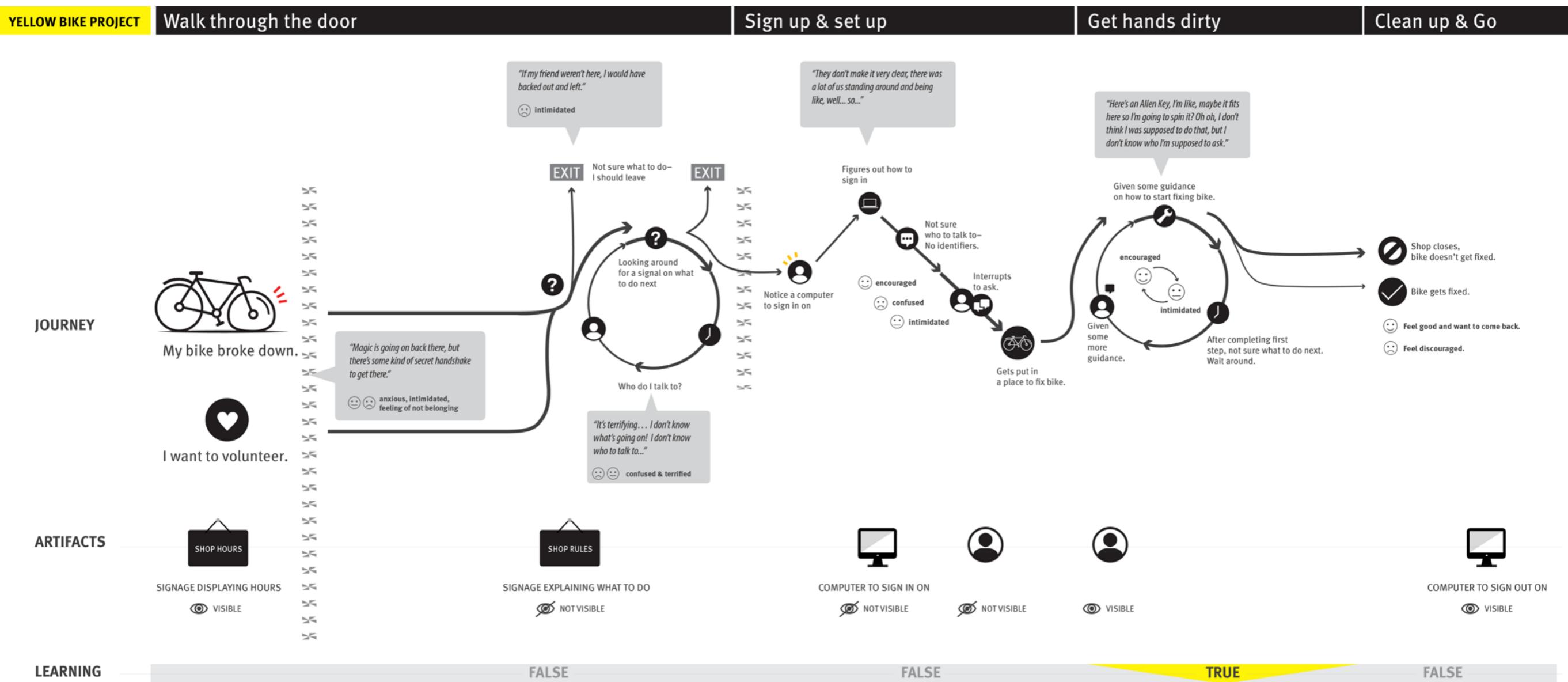
Quantity 100
LARGE
GLOVE-SHIELD GLOVES
Powder Free
ARCO
GLOVEMASTER

EXIT



How it actually works...

When used with a perceived state, the juxtaposition with the actual state gives a clear direction to areas of improvement.



Customer Journey Maps represent...



Perception

Based on the thoughts of
those who have knowledge
of the system.
(usually stakeholders)

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Reality

Based on personal experience & or field research. Using data from people who are using the system.

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Ideal

A vision for what the system should be.
Most effective when based on inspiration from the way the actual system works.

Our focus for today...



Ideal

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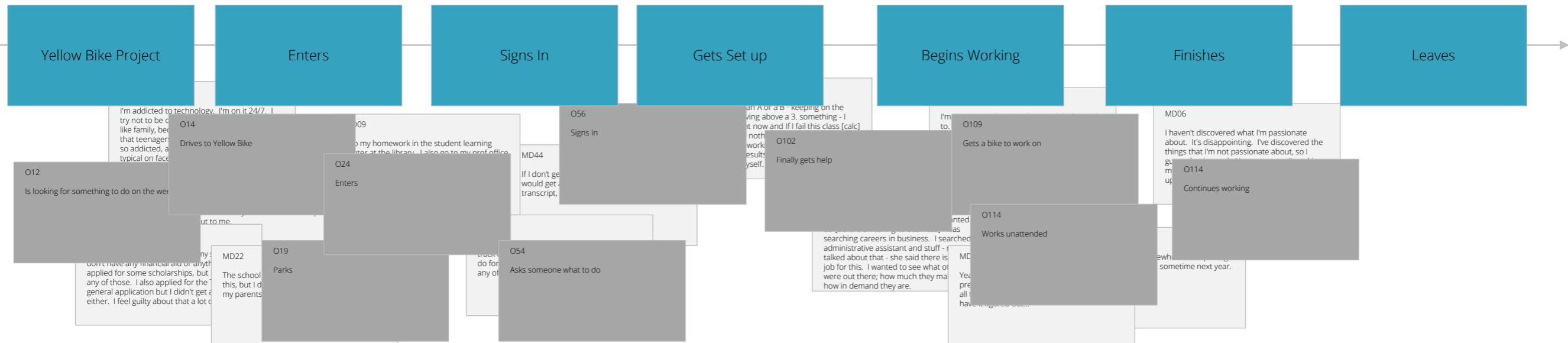
Create a timeline.



Add utterances and observations, in time.



Define major journey sections.



Identify areas that your value promise breaks down.

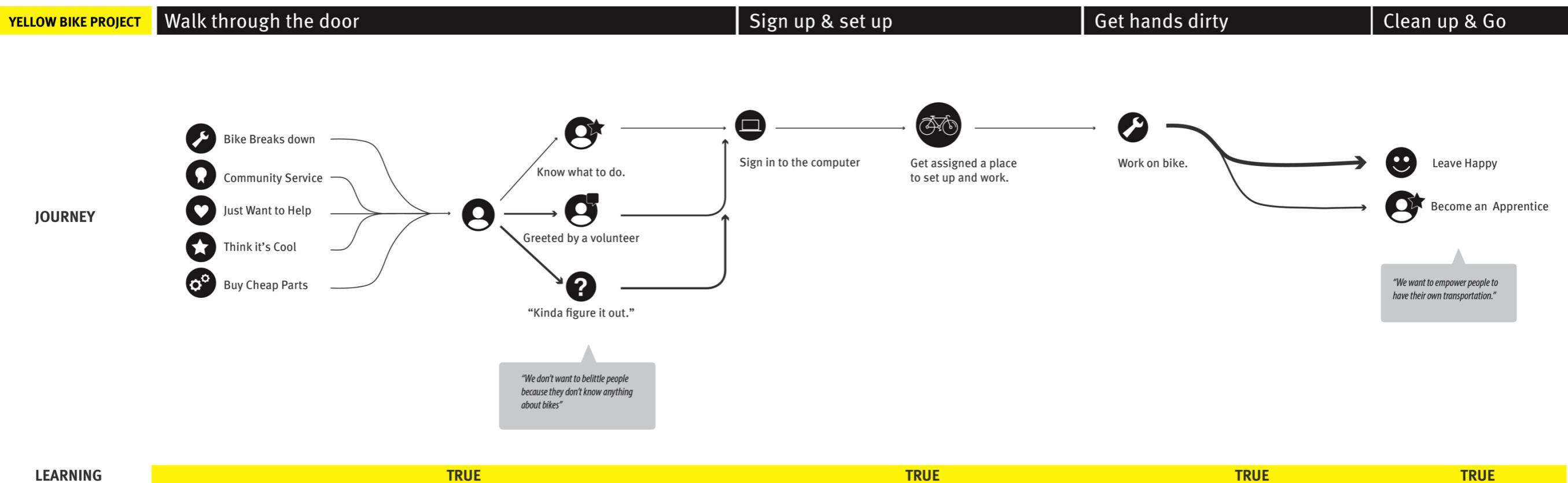


Fix it, based on your value promise.



Keep asking: how does this relate to my data, and fulfill my value promise?

Enhance the visualization



ac4d

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