Feb 13th Class Notes

# Customer Journey Map

Tells the story of the customer’s experience from initial contact, through the process of engagement and into a long-term relationship.

* Looks through the eyes of a customer (Outside – In)

# Customer Experience Map

* Figures out how a product or service can fit into the customer’s lives (Inside – Out)

# The Purpose of Visualization is INSIGHT, not pictures

* Example of London, UK subway map
  + Subway lines are straight to make it clear and easy to comprehend
  + River is pit on the map to help people gauge their location
  + BUT, the map is not saturated with information; it has was the rider needs, and nothing else to not confuse them
* Charles Minard Map of Napoleon’s march from France to Russia
  + Yellow line – How many people marched to Russia
  + Black line – How many people marched back to France after war
  + He also shows temperatures, river lines, and other interesting factors that tell the story of the loss of the Napoleon army
* We need maps because in our reflection paper, we need to look into a service that has different channels of contact with customers, and in between the channels, things break down
  + The Customer Journey Map allows you to evaluate these channels, and see where it breaks down
* **Touchpoint** – Pont of interaction between a person and any agent or artifact of an organization. These interactions take place at a certain point in time, in a certain context, and with the intention of meeting a specific need.
* **Channel** – The medium of the interaction

# Customer ‘Jobs’ to be Done

* **Functional Job** – Ex. Find a hammer on Amazon so they can hang a picture on the wall
* **Social Job** – How users want to be perceived by others
* **Personal/Emotional Jobs** – When users seek a specific emotional state. Ex: Feeling good about hiring a trust-worthy law firm