Customer Journey Map → the story of a customer’s experience from initial contact into a long-term relationship

* From the customer’s point of view → outside in
* Many companies view the experience from the point of view of their company

Experience map → strategic tool that covers complex customer interactions that occur across experiences with a product, service, or ecosystem

* What the company brings to a person’s life with their product or service → inside out

Visualization → having things presented visually (post it notes on the wall)

* Serves as a constant reminder
* **Easily shareable with others** → our CJM needs to be shareable with our industry partners to get feedback
* Design of subway map
  + Line positions does not accurately portray the real life distances and positions between the stations
  + Easier to visualize where you need to go
  + River gives an idea of orientation
  + **Includes the important parts** → Only includes train lines, stops, exchanges, the river
* Minard’s visualization of Napoleon’s march to and from Russia
  + Starts on polish and russian border → large army heading out
  + Numbers dwindle down on the return → huge losses due to the elements
  + Shows weather, river crossings, food shortages
  + Able to show and communicate a powerful message very simply

Storytelling

* Progratonist + place + challenge + time = story

Why create customer journey maps?

* The more channels the more the customer journey breaks down
* The customer expects a holistic experience over all the channels
  + Need to identify gaps in experience
  + Need to bring together all the channels to ensure an excellent overall experience

Touchpoint → point of interaction between a person and any artifact of an organization

* Inc number of channels, inc number of touch points

Channel → medium of interaction with customers

1. Setting an objective → what is the overarching business goal of the company

Customer profile

* Customer pains → what your customers are currently suffering from
  + Vary in importance
* Customer gains → overarching goals and benefits they are looking for
  + Goes beyond the task at hand
* Jobs to be done → hiring products and services to do a job for the customer
  + Functional job → users need something to perform or compete a specific task
    - Get a hammer to hang up a picture
  + Social job → users want something that changes how they are to be perceived by others
    - Buy a supreme shirt
  + Personal/emotional jobs → users seek a specific emotional state
    - Feel good about hiring a trustworthy law firm
* Can add customer profile right to the CJM

Level 1 - Heart beat map → current experience of your project

* Divide experience into 4 stages → use verbs to capture interactions
* ID up to 4 interactions
* Crate heartbeat matrix → pos goes up, neg goes down
  + Anything below the midline is an opportunity to improve the customer experience

Level 2 → expanding range of steps

* Expand range
  + Ensure you have a stage that covers if the customer will return
* Include jobs to be done
* Use X on your plot to represent jobs to be done interactions from our research